

*Plain
Talker*

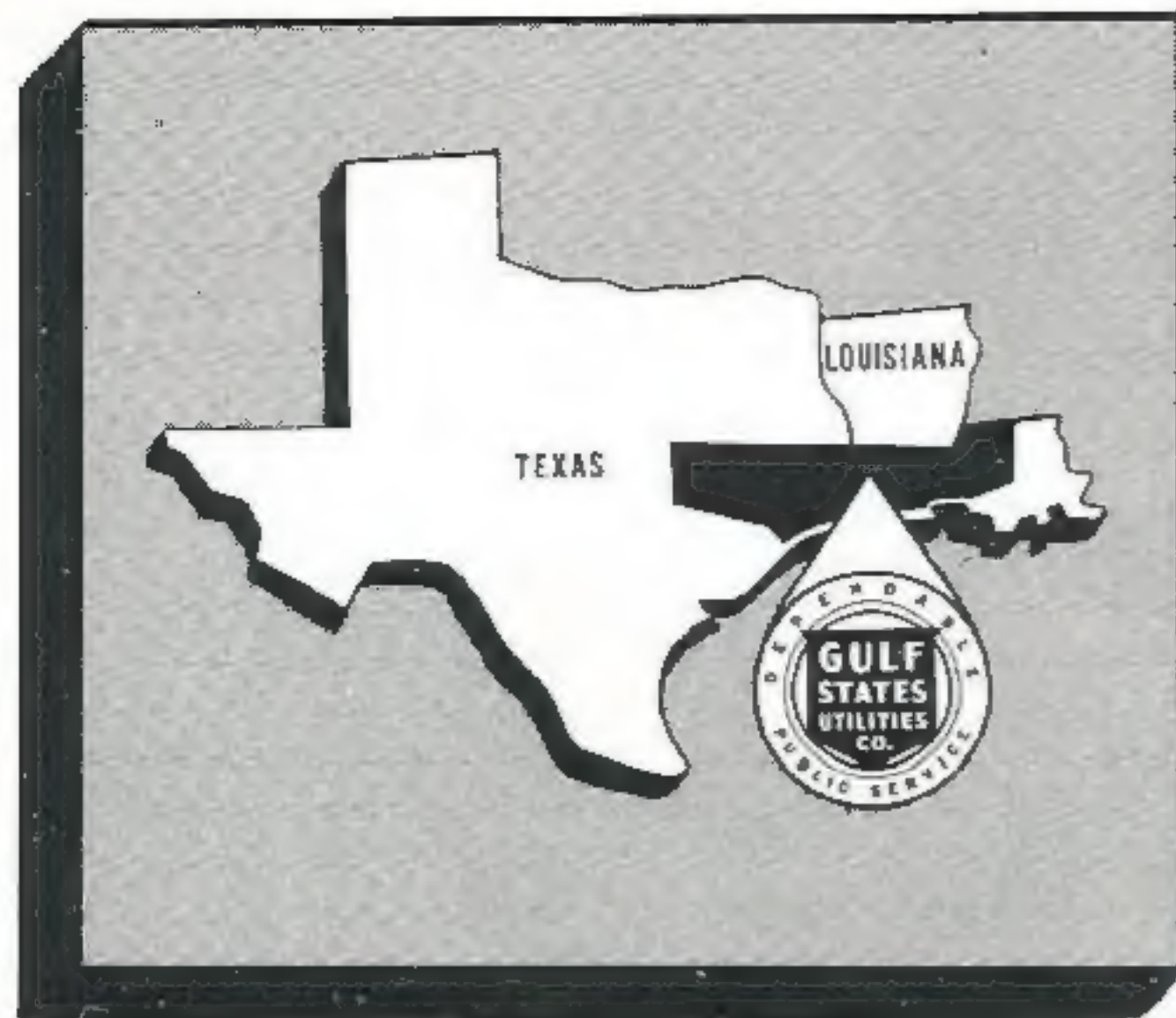
GULF STATES UTILITIES COMPANY
MAY, 1964

FRANK J. LOUVIER
BOX 32

IN THIS ISSUE:

- The Price Tag on Benefits
- Financial Review of 1963
- Shareholders Elect Two New Directors

May, 1964



Plain Talks

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Editor

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Associate Editor

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EXECUTIVE OFFICERS

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Vice President

F. F. JOHNSON
Vice President
Manager, Lake Charles Division

L. M. WELCH
Vice President
Division Operations

E. A. WERNER
Vice President
Baton Rouge

R. O. WHEELER
Vice President
Personnel Manager

L. V. DUGAS
Vice President
General Sales Manager

G. E. RICHARD
President

W. H. GIESEKE
Vice President
Secretary

R. W. SHERWOOD
Vice President
Engineering, Production
Production - Construction

E. L. BAILEY
Treasurer

DIRECTORS

A. W. Hastings, Beaumont; Edwin W. Hiam, Boston, Mass.; F. F. Johnson, Lake Charles; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; B. D. Orgain, Beaumont; G. E. Richard, Beaumont; H. R. Smith, Lake Charles; L. M. Welch, Beaumont; E. A. Werner, Baton Rouge; R. O. Wheeler, Baton Rouge; F. V. Wilson, Port Arthur.

REPORTERS

BEAUMONT DIVISION

Mary Schlicher	Sales
Gertrude Peddy	Substation
Grace Fails	Line
Betty Neville	Neches Station
Bill Blanton	Neches Station
Maxine Glenn	Billing
Glenda Milner	Billing
Shirley Noah	Customer Accounts
Alice Maldonado	Machine Accounting
Kay Prestridge	Credit & Collections
Davie Carpenter	Orange
Doris Cryer	Silsbee
Norman Morrison	Service Center, T & D
Doris Thomas	Purchasing
Judy Moses	Rate & Depreciation
Ward McCurtain	Tax
Frances Engelbrecht	Personnel
Carolyn Theobald	Engineering
Nadine Hester	Engineering
Dorothy Gaus	Records
Gwen Thompson	Executive Dept.
Lily Walters	Engineering
Ken Londers	Storeroom
Charlene Craigen	Sales
Kathleen Fuller	Sabine Station

BATON ROUGE DIVISION

Virginia Yarbrough	Government Street
Margie Force	Line and Garage
Nancy Hoehn	T & D
Joyce Rachal	Accounting
Dora Landalche	Louisiana Station
Freda Hargrove	Willow Glen
Linda L. Gilpin	Gas
Wanda Lee	Substation
	Electric Meter and Service

T. B. Chaney	Choctaw Line and Garage
M. D. Voyles	Electrical Engineering and System Surveying

LAKE CHARLES DIVISION

Fay Denney	Sales
Jack Bass	Sales
Bobbie Moon	T & D
Willie Cox	Riverside Station
Mary Ann Gauthier	Jennings
Cynthia Dubois	Lafayette
Jo Ann Burnett	Substation
Pearl Darbonne	Sulphur
Tyrelle Hill	Safety
Mary Rion	Engineering
Hubert J. Landry	Meter Shop
Bob Wiggins	Dispatcher
Edith Patterson	Line
Dora Ann Johnson	Nelson Station
Glenda Farish	Service
Diane Carson	Customer Accounting

NAVASOTA DIVISION

Jeanette Sangster	Navasota
Jane Bazzoon	Cleveland
Dorothy Stanford	Huntsville
Bernice Falvey	Conroe
Jean Haston	Madisonville
Roxanne Pry	Nevasota
Kathy Ramey	Trinity
Janis Flanagan	Calvert

PORT ARTHUR DIVISION

Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland
Helen Powell	Meter & Service
Jo Ann Landry	Appliance Repair
L. Marshall	Line Department

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OUR COVER

FORIS J. LOUVIER, the man of this month's cover, is a capitalist.

He believes in the free enterprise system and that a man has the right to earn a good living through his own abilities.

Because of his beliefs he has invested his money and his time in a rice and cattle farm outside of Nome, Texas. There he works very hard to get a return on his investment and to make a good living.

He has also invested his money in our Company and expects a reasonable return on his investment.

Mr. Louvier, like the rest of our Company's 18,000 owners, finds our Company's Annual Report interesting reading. He wants to know how his investment is doing.

Our shareholders come from every walk of life, from every state in the Union, and some even live in foreign countries. But they all have one thing in common with Mr. Louvier—they're capitalists. They, too have voluntarily invested their money in our Company's stock and expect a return on it.

It is this money that is used to pay for the power plants and transmission lines that are so necessary in keeping our services plentiful, dependable and reasonably priced. These investments are also so very vital in providing Gulf States with their jobs.

There are some people, even in our own country, who believe that to be a capitalist is a bad thing. But if it weren't for the people who are willing to risk their time and money there would be no American free enterprise, no investor-owned utilities, no Gulf States Utilities Company, no JOBS.

If you have joined Mr. Louvier and our other 18,000 shareholders in investing your time, talent and money in our Company, you are also a capitalist.

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

Another
Key
Fact
About
Our
Industry



FOR YOUR INFORMATION

THE INVESTOR-OWNED ELECTRIC UTILITY THROUGH THEIR OWN COORDINATED ACTIVITIES HAVE MADE UNNECESSARY ANY FEDERAL TRANSMISSION GRID.

... this is one of the key facts regarding the investor-owned electric utility business. It is important for each of us to see that this information is relayed to our friends and associates to offset the mis-information being disseminated by Federal power proponents.

We Have Been Doing Some Pooling

THERE is every indication that the National Power Survey being conducted by the Federal Power Commission and scheduled for release in mid-

summer will make some of its strongest recommendations in the area of extra-high voltage (EHV) transmission and power pooling.

S. David Freeman, assistant to the chairman of FPC, stated not long ago that on the basis of the survey FPC hopes to present "Some rough measure of all of the cost savings inherent in a fully integrated power supply system for this country."

Such a report could well mislead the public into believing that there is something new in all of this.

Actually, the investor-owned utility industry has been quietly interconnecting its systems for many years.

Interconnection was introduced on our lines as far back as 1927 when our system was tied to that of Houston Power and Light near Dayton, Texas. Since then we have made interconnections with Louisiana Power and Light at Plaquemine, Central Louisiana Electric Company at Richards and Ragly.

While our Company and the other

investor-owned utility companies have been making these interconnections, they have been fostering research which has resulted in increasing the size of generators and upping transmission voltage.

Today more than 100,000 miles of high voltage lines are being operated in this country and by 1970 under the industry's \$8 billion EHV expansion program this figure will have doubled.

Presently right-of-way is being acquired for our Company's portion of the 500 Kv. line which will be constructed by 11 companies making up the South Central Electric Companies for the interchange of power with TVA.

Power pooling is nothing new. A recent issue of Investor's Reader states that: "By now nearly all major U. S. utilities are linked in the most advanced power complex in the world though still stronger ties are on schedule . . . Countless additional interconnections are planned for this year and next. But 1966 will be the big year in which virtually all the utilities will be linked coast-to-coast . . ."

In the next few years interconnections will be established by our Company in the vicinity of Toledo Bend Dam, Opelousas and New Iberia. Also there will be two extra high voltage interconnections on our system.

Some proponents of federalized power, notably the Department of Interior, the REA and the NRECA, in advocating establishment of a Federal grid system, leave the impression that little has been done in this area of interconnection and that consequently an all-Federal plan or a cooperative effort is required to fill a serious gap in the nation's power operations.

The facts do not bear this out. Today, 97 per cent of the investor-owned systems of the nation are members of one of six major power pools. Our Company is a member of the largest of these pools which combines the resources of 120 systems in 39 states east of the Rockies to the Gulf of Mexico.

In light of the industry's progress in this field, the FPC recommendations will, in truth, be urging more of the same which is what the industry has been planning for right all along.

MAJOR ELECTRIC TRANSMISSION NETWORKS AND INTERCONNECTIONS
1963



MAJOR INTERCONNECTIONS. This map shows the major transmission lines throughout the United States in 1963, which interconnect principal load centers and sources of generation and which interconnect systems. Interconnections are used for the purchase or exchange of power, for pooling of power facilities or for emergency.

TWO new members were elected to our Company's board of directors at the annual shareholders meeting, May 13, in the General Offices, Beaumont.

New directors are Fred V. Wilson of Port Arthur, president of Standard Brass and Manufacturing Company, and Harrell R. Smith of Lake Charles, general manager of Cities Service Oil Company's Lake Charles operations.

They were elected to the board to replace Munger T. Ball of Port Arthur and Edward H. Taussig of Lake Charles, who had not chosen to stand for re-election. Mr. Ball has been a director of our Company for 24 years and Mr. Taussig for 20 years.

Present Board Re-Elected

In other business at the meeting, the shareholders re-elected the following directors to serve another term on the board: Messrs. Alan W. Hastings, J. J. Morrison, Roy S. Nelson, Lewis M. Welch of Beaumont; Fred F. Johnson of Lake Charles; Charles P. Manship, Jr., R. O. Wheeler and Eldon A. Werner of Baton Rouge and Edwin W. Hiam of Boston, Massachusetts.

The shareholders also approved the firm of Lybrand, Ross Bros. & Montgomery, independent certified public accountants, as auditors of the Company for the year 1964.

Some 300 area shareholders attended the meeting and following the luncheon they were invited to tour the new Data Processing Center on the third floor.

Industry Has Bright Future

Chairman of the Board Morrison told the shareholders that of all the world's industries, none had a brighter future than ours.

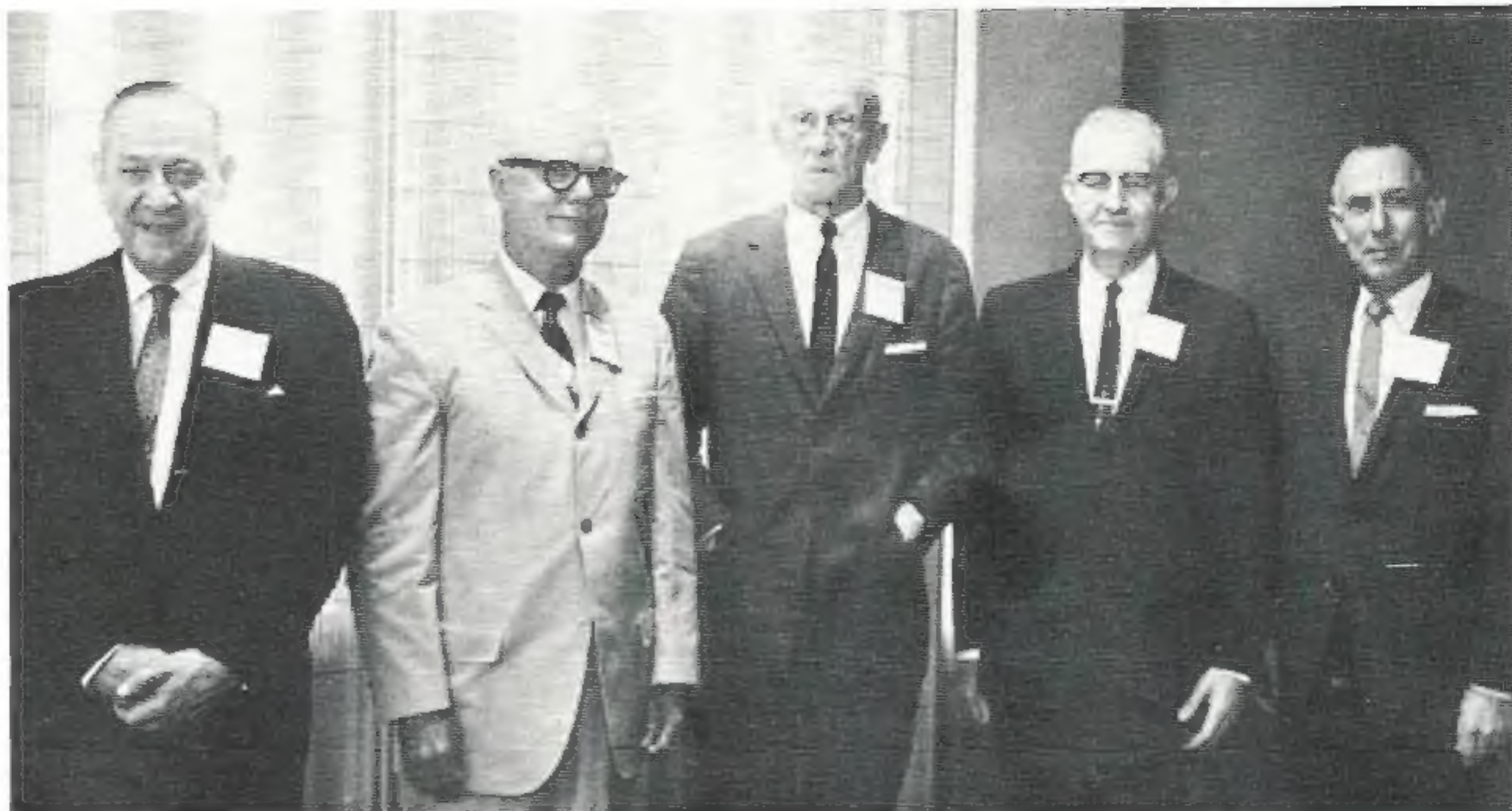
The electric utility industry is the world's largest single industry with an investment of about \$57 billion, he pointed out. It is also the world's fastest growing industry, doubling every ten years in size.

"But there is a proverbial 'fly in the ointment.' There have always been those who prefer centralized political control of the nation's business.

"Perhaps the most articulate have been those who profess that the investor-financed industry could not keep up with the nation's power need and that providing such a vital commodity was too important to be entrusted to profit-motivated power companies."

Half of Income Goes For Taxes, Hire of Money

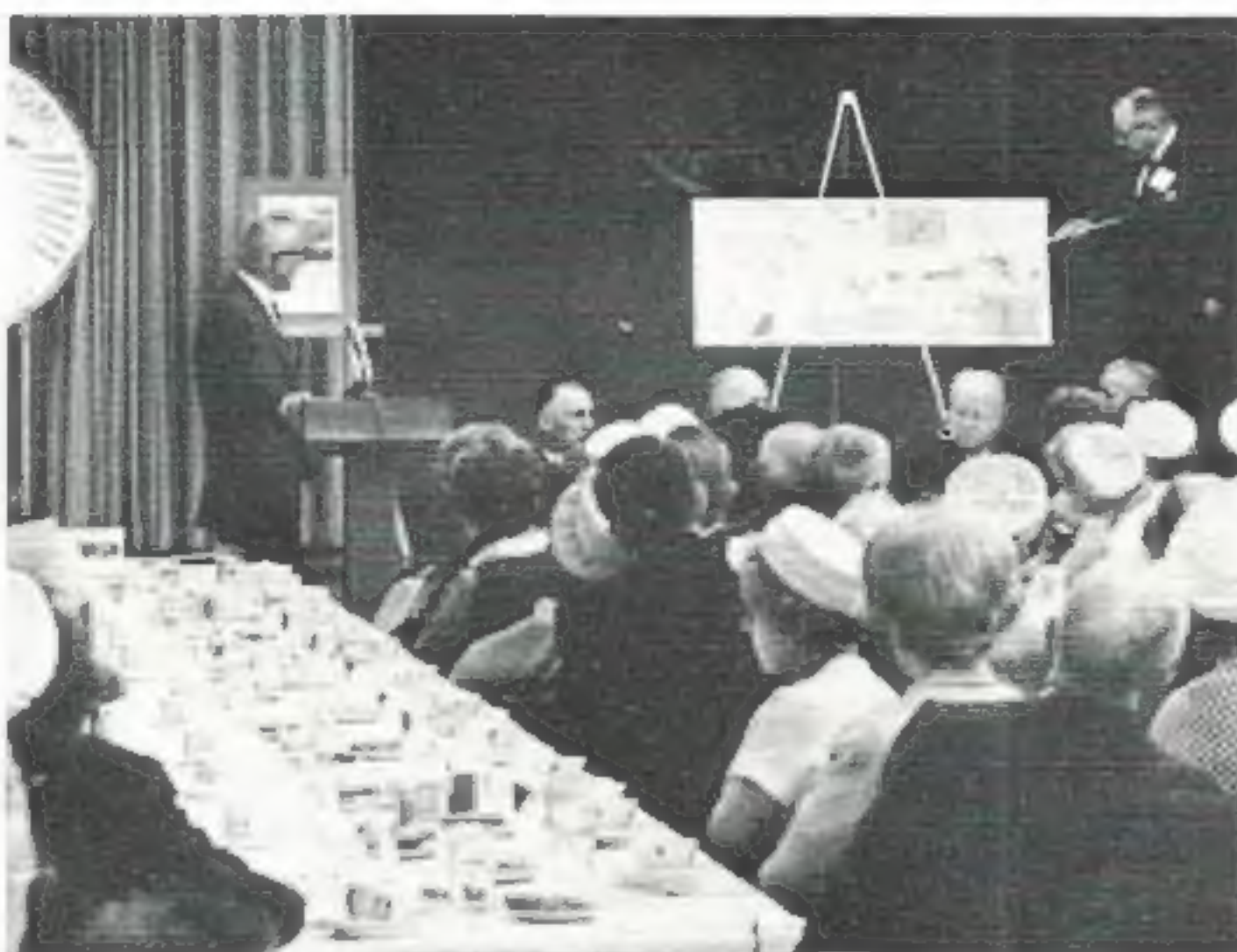
Mr. Morrison went on to tell the shareholders that 50 cents out of every dollar our Company collects from its customers goes for the hire of money



NEW DIRECTORS ELECTED. At the annual meeting of shareholders on May 13 in the General Offices, Beaumont, our Company's owners elected two new members to the board of directors. They are, second and fourth from the left, Fred V. Wilson, president of Standard Brass and Manufacturing Company, Port Arthur, and Harrell R. Smith, general manager of Cities Service Oil Company's Lake Charles Operations. Shown with Messrs. Wilson and Smith are W. H. Gieseke, vice president for finance and secretary, J. J. Morrison, chairman of the board, and Glenn E. Richard, president. Some 300 Texas and Louisiana shareholders were present for the annual meeting.

Shareholders Elect Two New Directors

... at May 13 annual meeting in Beaumont; present board members re-elected



... Chairman Morrison's talk



... our shareholders

and taxes of all kinds. Federally subsidized power systems pay no income taxes and operate on cut-rate government loans.

"This is the kind of unfair competition we have to meet," he said. "Our Company is only one unit in a much larger industry, and it can progress and survive only as that industry can survive. And that industry can survive only if the rules of the game are reasonably fair.

"Our Company wages have gone up approximately 40 per cent in the last ten years, but efficiency and mechani-

cal application have improved so that today while the cost of most things we use has skyrocketed with inflation, and taxes continue to absorb just about 25 cents of every dollar we collect from our customers, common stock earnings have increased from 93 cents to \$1.65 per share—or over 1½ times—and dividends have increased from 57 cents in 1953 to a basis of \$1.24 today or more than double.

"And all this we have done while reducing the average price of power use in the home from 3.60 cents per kilowatthour to 2.52 cents, a reduction of approximately one third."



... welcome by Mr. Morrison



... shareholders register



... ready to register shareholders



... auditing the proxies



... tour Data Processing Center



... our board of directors

Mr. Wilson, our new director from Port Arthur, joined Standard Brass in Port Arthur in 1934 as an accountant. He progressed to office manager, secretary and treasurer, executive vice president and in 1959 became president of the firm that has warehouse and sales offices in Houston, New Orleans, Baton Rouge, Lafayette, Beaumont, Shreveport and Port Arthur.

He is past president of the Port Arthur Junior Chamber of Commerce, Port Arthur Chamber of Commerce and National Association of Refrigeration Wholesalers. He is a director of the First National Bank of Port Arthur and the Newjeff Company. He is also

secretary-treasurer of Newjeff.

All of Mr. Smith's 40-year business career has been connected with the petroleum refining and petro-chemical industries where he has held various management and engineering positions.

After working for the Louisiana Oil Refining Corp. and the Arkansas Fuel Oil Company, Mr. Smith joined Cities Service Refining Corp. in 1942 as assistant process superintendent. He progressed to process superintendent, general superintendent, vice president and general manager of the Lake Charles Operations of the Cities Service Petroleum Company. He was named general manager of the Lake Charles

Operations of Cities Service Oil Company in 1963.

Mr. Smith is on the board of trustees and executive committee of the Public Affairs Research Council of Louisiana. He is also on the executive committee of the Louisiana Petroleum Council, Mid-Continent Oil and Gas Association and American Petroleum Institute.

In Lake Charles, Mr. Smith is on the board of the Lake Charles Association of Commerce, Lake Charles Memorial Hospital, Young Men's Christian Association and Trinity Baptist Church.

He is also a licensed mechanical and petroleum engineer and is a member of the Louisiana Engineering Society.

Formerly superintendent, industrial-commercial sales . . .

L. V. Dugas of Beaumont Named Vice President-General Sales Manager

LIONEL V. DUGAS, formerly system superintendent of industrial and commercial sales, was named a vice president of our Company at a meeting of the board of directors on May 8. He had been promoted to general sales manager on May 1 to succeed E. L. Robinson who retired that date.

A native of Scott, Louisiana, Mr. Dugas received his BS degree in electrical engineering from the University of Southwestern Louisiana in Lafayette. After graduating, he joined the Westinghouse Corporation as a student engineer in Pittsburgh, Pennsylvania, for one year.

He joined our Company in 1930 in Lake Charles and a year later was transferred to Lafayette where he gained experience in the T&D Department.

In 1932 he returned to Lake Charles where he worked seven years in the Residential and Power Sales Depart-

ments. In 1939 he was transferred to Baton Rouge as an industrial engineer.

Mr. Dugas gained additional experience in Port Arthur and, in 1943, was transferred to Beaumont. In 1950 he was promoted to supervisor of industrial sales for our Company's Texas service area.

In 1958 Mr. Dugas was named superintendent of system industrial and commercial sales.

Mr. Dugas is a past president of the Petroleum Electric Power Association. He is currently vice chairman of the Southeastern Electric Exchange industrial sales committee and is a member of the SEE's heat pump committee and a member of the Edison Electric Institute's heating and power committees. He is a member of the Professional Engineering Society of Texas.

Mr. Dugas has been active in United



L. V. Dugas

Appeals work and is a member of the Downtown Lion's Club, Beaumont Club and Orange Yacht Club. He was recently appointed to serve on the industrial development committee of the Beaumont Chamber of Commerce.

He is married to the former Doris Lindsay of Lafayette and they have one daughter, Mrs. Charles Anderson of Houston, and two grandchildren, Chris and Laura Vann.

System superintendent of relay and communications . . .

H. J. Sutton to Present Paper On Relay Practices in Paris

H. J. SUTTON, superintendent of relaying and communications, has been chosen to present a paper on this continent's electrical relaying practices at the International Conference on Large Electric Systems (CIGRE) in Paris, France, this summer.



H. J. Sutton

Mr. Sutton, chairman of the national subcommittee on Relaying Practices of the International Electrical and Electronic Engineers, will make a presentation entitled "Resume of North America Protective Relaying Practices and Trends" at the June 8 session.

As chairman of the subcommittee, Mr. Sutton secured material for the paper from engineers throughout the United States, Canada and Mexico.

Assisting in compiling and preparing the final presentation were Don Hubert of General Electric Company, Wilbur Woods of Westinghouse Corporation and Ernest A. Baumgartner, relay engineer, Beaumont.

After being approved by the IEEE Relays Committee, the paper was submitted to CIGRE and was one of eight papers from the United States to be selected for presentation at the Paris conference in June. Engineers from 26 countries have been called on to present papers at the June 1-10 international conference, which has as its objective the exchange of ideas in technique of high voltage networks.

Mr. Sutton, whose interest in electrical phenomena began as a child when he built a crystal-set from a diagram published in a newspaper, has long been active in high voltage networks.

Mr. Sutton, who will be accompanied by his wife, is scheduled to visit various high voltage installations in France, Switzerland, the Netherlands and England after the Paris conference ends. Included among his tour will be an inspection of the high voltage DC cable terminal for the cross-channel power interchange between England and France.

Company Drops Suits Against 14 Suppliers

OUR Company filed motions last month to dismiss 14 electrical manufacturers from antitrust suits filed in U. S. District Court in Houston.

Chairman of the Board Morrison stated that such action followed settlements in which the Company will recover more than \$1 million. The exact amount will not be determined until completion of analysis of business records.

Our Company still has claims remaining against 12 additional electrical manufacturers in 18 suits, each involving a different line of products.

FINANCIAL REPORT FOR 1963

[illegible]

HIGH LIGHTS

AN amount of \$31,246,000 was spent on additions to the Company's plant in 1963. This amount brought the total of plant and other investments to \$561,120,693 at year's end. This means our Company now has \$200,400 invested in each of us employees.

Earnings reported in 1963 were equivalent to \$1.65 a share on the 10,373,664 outstanding shares of common stock, compared to \$1.59 in 1962.

Increased consumption of electricity raised kilowatt hour sales by 12 per cent and was largely responsible for a new high in revenues which totaled \$110,867,461. Electric revenues accounted for 88 per cent of the total; gas revenues, 4 per cent and steam products, 8 per cent.

Operating expenses and maintenance increased

5 per cent to reach \$43,934,590.

Taxes increased 11 per cent over 1962 and amounted to \$24,479,798. This tax cost absorbed 22 cents of every dollar received from customers. This was the Company's largest single expense item.

Average annual use per residential customer increased 263 to 5,260 kilowatthours, approximately 18 per cent above the national average.

The Company sold 100,000 shares of 4.52 Dividend Preferred Stock for \$10,043,000. The proceeds were used to pay short-term notes previously issued to provide funds for expansion and improvement of facilities.

During the next four years \$150,000,000 will be spent on our constructions program, with \$22,000,000 of this being scheduled for 1964.

**HERE'S OUR
TOTAL INCOME
FOR 1963**

**Total Revenues
\$110,867,461**

**AND HERE'S
WHERE
THE MONEY WENT**

**Operation And
Maintenance
\$42,934,590**

**Taxes
\$24,479,798**

**Depreciation
\$14,718,550**

**Interest
\$8,437,727**

LEAVING

**Net Income
\$19,576,591**

From:

Electric sales—\$97,567,983—up 12 per cent over 1962
Steam products sales—\$8,905,339—up 18 per cent over 1962
Gas sales—\$4,305,732—up 6 per cent over 1962

For:

Operating and maintenance expenses of \$42,935,000 were 5 per cent over 1962 and amounted to 38.8 per cent of operating revenues, compared to 39.6 per cent in prior year. Payroll expense of \$13,211,000 increased 4 per cent and was 12 per cent of operating revenues for second straight year. Fuel cost for power generation increased 11 per cent to \$17,820,000. Gas purchased for resale cost \$1,577,000, an increase of 16 per cent, due to greater use by customers in the Baton Rouge area.

For:

Taxes increased 11 per cent over 1962, and absorbed 22 cents of every dollar received from our customers. Federal income tax amounted to \$13,122,256. Deferred Federal income tax amounted to \$2,912,000. Other taxes were \$8,445,819—these included taxes to two states, 45 counties and parishes, nearly 90 cities and towns, and numerous school bodies.

For:

Recovery of original cost of property and equipment against the day when it will wear out or become obsolete. The 13 per cent increase over 1962 resulted from the installation of additional property and equipment and from reducing the remaining useful lives of certain facilities.

For:

Interest and amortization charges were \$1,225,000 or 17 per cent over 1962. This was mainly due to a lesser amount of interest charged to construction and increases resulted from a full year's interest on the first mortgage bonds issued in May, 1962.

For:

Dividends to our shareholders for the use of their money—Preferred Stock dividends paid . . . \$2,473,756—Common dividend paid . . . \$11,618,504—amount reinvested in our business . . . \$5,484,331.

TOTAL INCOME
(\$110,867,461)

\$1.00

**FOR EACH
 INCOME
 DOLLAR
 RECEIVED
 WE SPENT**

33.3 Cents ... Operation

5.4 Cents ... Maintenance

13.3 Cents ... Depreciation

21.1 Cents ... Taxes

8.3 Cents ... Interests

LEAVING

**17.6 Cents ... Preferred Stock
 Dividends Paid (\$2,473,756)
 Common Dividends Paid
 (\$11,618,504)
 Reinvested In Business
 (\$5,484,331)**

SOME QUICK COMPARISONS WITH 1962

	1963	1962	Increase
Income	\$110,867,461	\$103,293,165	\$7,574,296
Operation and Maintenance	\$ 42,934,590	\$ 40,918,698	\$2,015,892
Depreciation	\$ 14,718,550	\$ 13,060,376	\$1,658,174
Support of Government	\$ 24,479,798	\$ 21,966,124	\$2,513,674
Interest and Amortization	\$ 9,262,750	\$ 8,894,440	\$ 368,310
Net Income	\$ 19,576,591	\$ 18,950,666	\$ 625,925

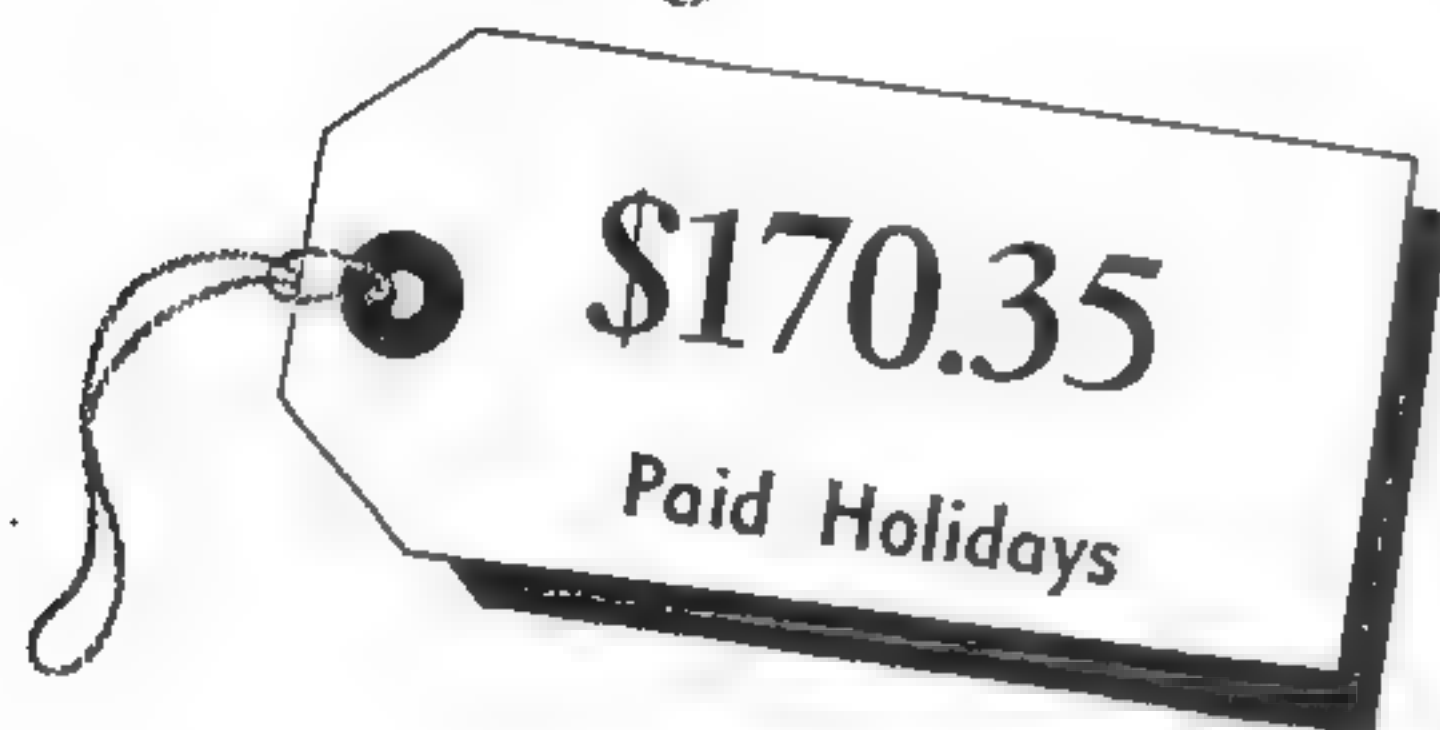
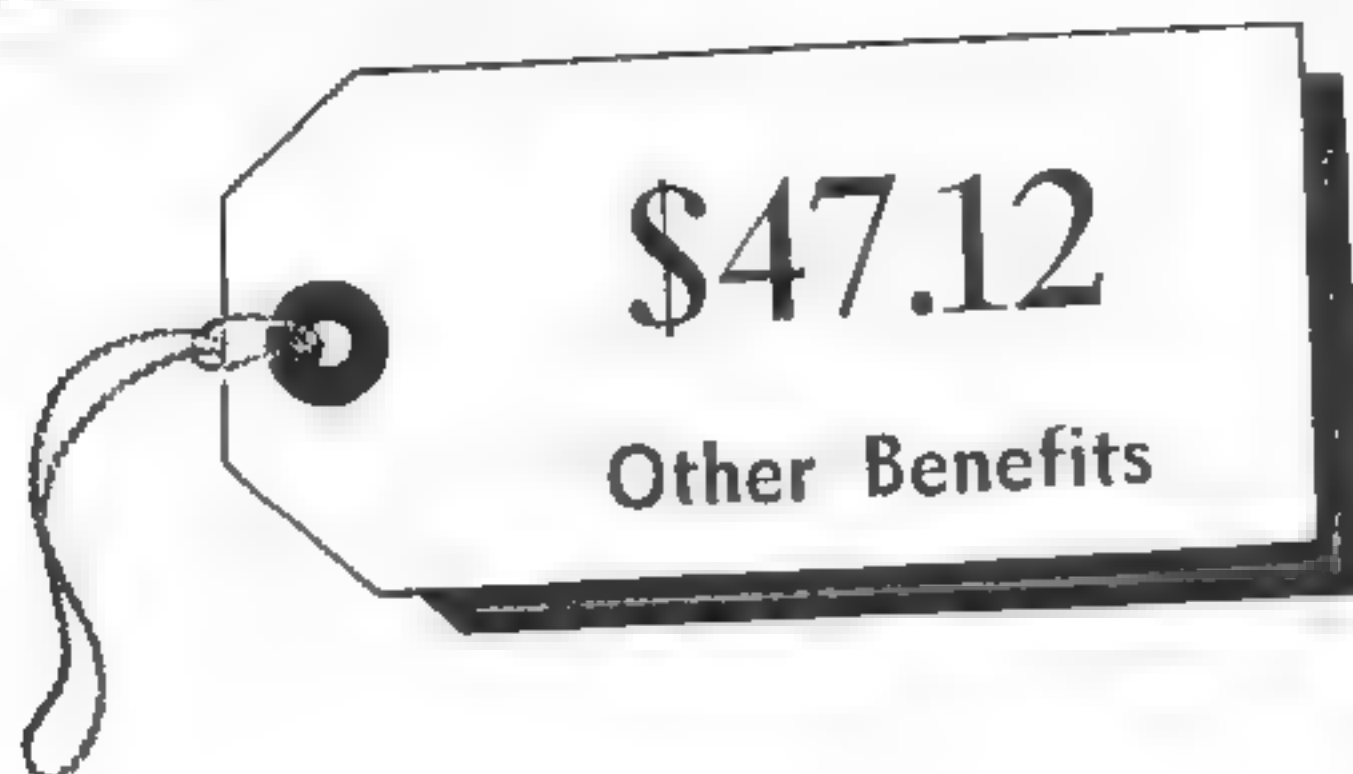
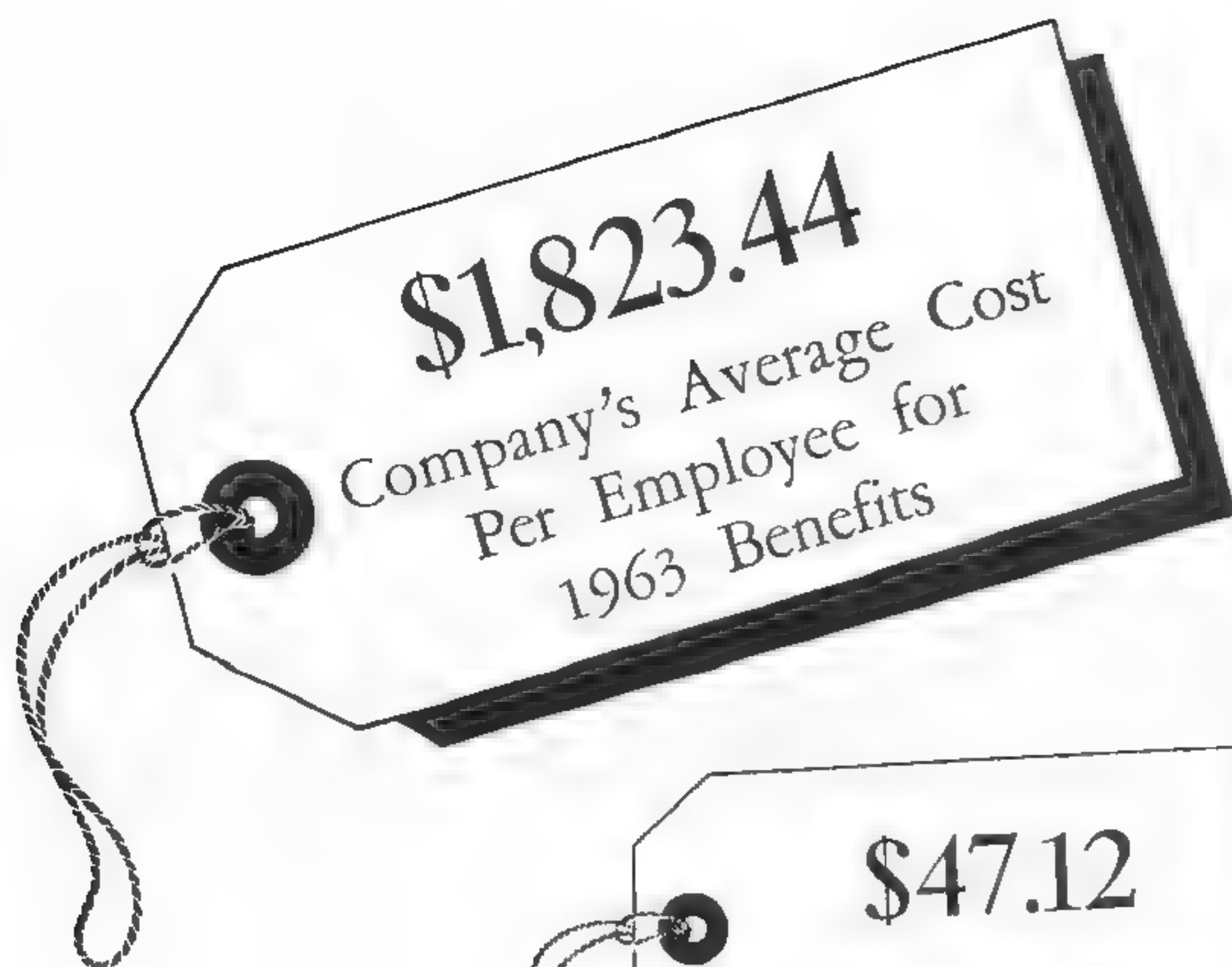
Job Security — Where It Comes from

prof-it (prof'it), n. 1. advantage; gain; benefit. 2. *often pl.* a) financial or monetary gain obtained from the use of capital in a transaction or series of transactions. b) the ratio of this to the amount of capital invested. 3. *often pl.* in *economics*, the net income, as of a business, or the difference between the income and the costs, direct and indirect. v.i. 1. to be of advantage or benefit. 2. to benefit; reap an advantage, financial or otherwise.

—*Webster's New World Dictionary of the American Language*

Company Rating	Expanding To Take Advantage Of the Growing Demands For Our Services	Rating Job Security
A Company Making GOOD PROFITS	Profit dollars allow our Company to build new generating plants, additional transmission and distribution systems, new offices, service centers, and to buy new equipment so that we can take full advantage of the larger demands for our services.	BEST SECURITY
A Company Making POOR PROFITS	Fewer profit dollars mean there is less opportunity for our Company to take advantage of increased demands in an expanding service area like ours.	UNCERTAIN SECURITY
A Company Making NO PROFITS	Even with bigger markets in sight, if our Company didn't make a profit it would find it very hard to expand and we would generally miss the opportunity altogether.	POOR SECURITY
A Company LOSING MONEY	If our Company lost money it couldn't even consider expansion projects in order to take advantage of growing industrial, commercial and residential demands. In turn, since we couldn't supply a vital service, new industries would look elsewhere to locate and existing business and industries could not expand to meet growing market demands.	NO SECURITY NO JOBS

← Our Company Is Keeping Your Job Secure
Some Securities Profits Help Provide →



The Price Tag On Employee Benefits

*Last year employee
benefits cost our Company
\$5,105,623.53*

PRICE TAGS are familiar items. We see a new appliance on any one of our Company salesfloors and our first question is "How much does it cost?" Our choice between one brand or another often depends upon what the price tag tells us. We have come to expect consumer goods to be clearly marked with price tags.

However, if we see an appliance on the salesfloor and it doesn't have a price tag on it, we don't assume that it is free.

That's the way it is with the employee benefits each Gulf Stater receives. Just like the appliance without a price tag, employee benefits are not free. They cost money, too. They are in addition to your basic salary or hourly wage.



Your pay check tells you exactly how much money you take home. The price tags above tell you just how much our Company paid in employee benefits to the average Gulf Stater last year.

The price tag on these employee benefits is quite large each year. In 1963 they amounted to an average of \$1,823.44 for each employee.

This extra pay includes the amount paid by the Company for retirement; sickness and accident, hospitalization, surgical and life insurance; the insurance-type payments the Company makes to the government for social security taxes, unemployment insurance and workmen's compensation.

Another seldom-noticed benefit is payment to employees for time not worked—vacations, holidays,

jury duty, family and personal illness.

There are more benefits including thrift plan, service awards, PLAIN TALKS, coffee shop operation, educational program, and children's Christmas parties. And still this doesn't cover the complete list of employee benefits you receive as Gulf Staters.

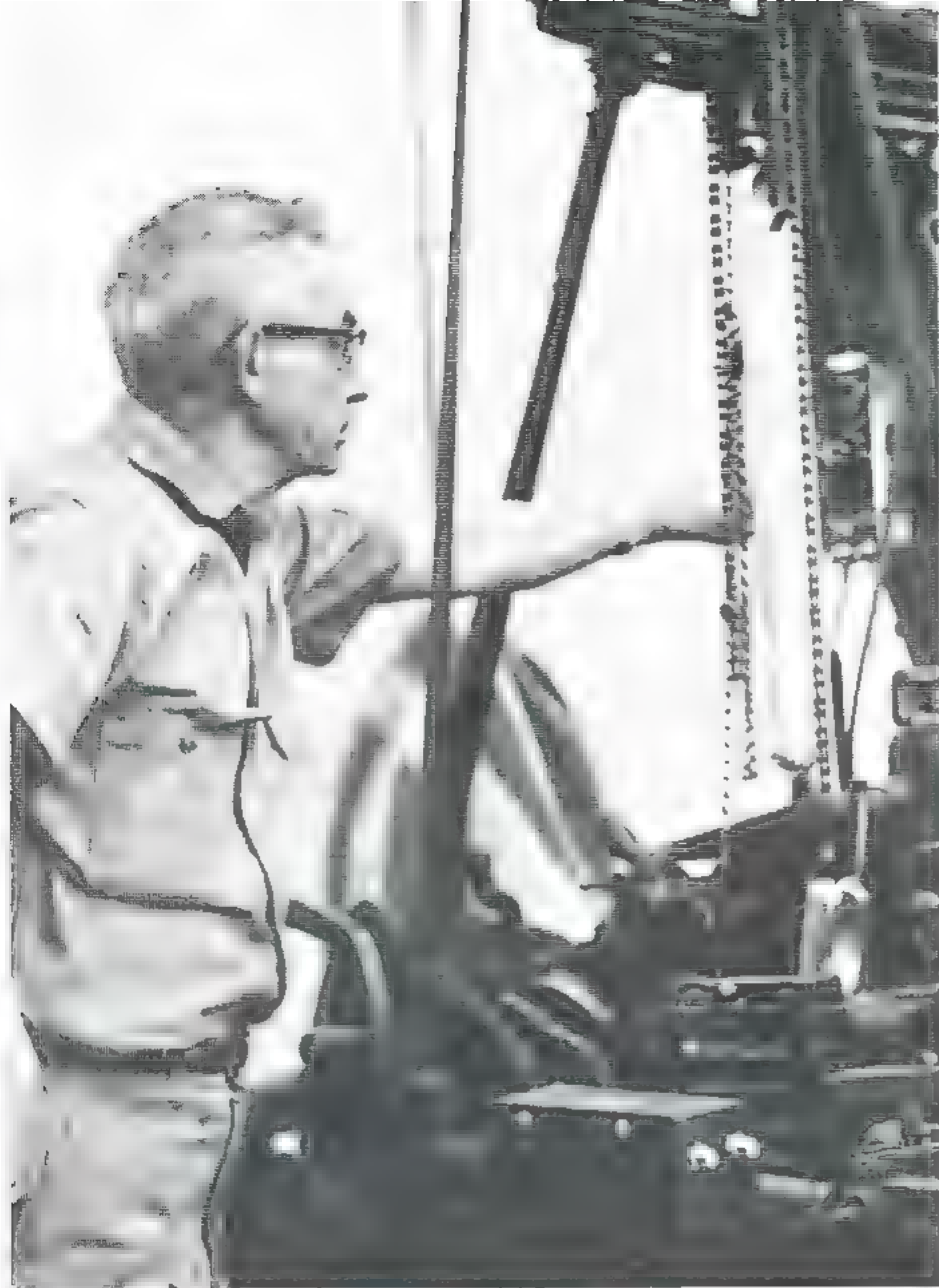
Someone has to pay the cost of these employee benefits. The payer is our Company. They are definitely a payroll cost just like the salary or hourly wage you receive.

This is something to keep in mind the next time you think of job security, benefits and profits. For all of these benefits, like that appliance without a price tag, are not free.

To: Mr., Mrs. or Miss Gulf Stater

HOLIDAYS	\$ 476,984.59
annual cost per employee	\$ 170.35
VACATIONS	\$ 977,983.00
annual cost per employee	\$ 349.28
RETIREMENT PLAN	\$1,204,515.06
annual cost per employee	\$ 430.18
THRIFT PLAN	\$ 351,748.43
annual cost per employee	\$ 125.62
GROUP LIFE	\$ 122,946.27
annual cost per employee	\$ 43.91
HOSPITAL AND SURGICAL	\$ 159,789.96
annual cost per employee	\$ 57.07
SOCIAL SECURITY	\$ 474,879.13
annual cost per employee	\$ 169.60
MEDICAL COSTS	\$ 23,535.38
annual cost per employee	\$ 8.41
WORKMEN'S COMPENSATION	\$ 38,237.00
annual cost per employee	\$ 13.66
EDUCATIONAL PROGRAM	\$ 128,623.77
annual cost per employee	\$ 45.94
SAFETY	\$ 169,280.03
annual cost per employee	\$ 60.46
EMPLOYEE WELFARE	\$ 110,718.19
annual cost per employee	\$ 39.54
PAY FOR TIME NOT WORKED	\$ 595,657.17
annual cost per employee	\$ 212.73
MERCHANDISE DISCOUNT	\$ 138,809.60
annual cost per employee	\$ 49.57
OTHER BENEFITS	\$ 101,316.77
annual cost per employee	\$ 47.12

TOTAL EMPLOYEE BENEFITS PAID	\$5,105,623.53
annual average cost per employee	\$ 1,823.44



DESIGNS NEW ELECTRICAL EQUIPMENT. Orien Puckett, Leader mechanical superintendent, shows junction box he designed to receive all electric service to Linotype typesetting machine. Each machine carries 220 single-phase, 220 three-phase and two 110-volt outlets, all wired through the one junction box and thus requiring only one lead. Mr. Puckett is the father of Roger E. Puckett, serviceman, Beaumont, and father-in-law of Douglas E. Pairett, engineering assistant, Beaumont T&D.

New Electric Home For a Respected Leader

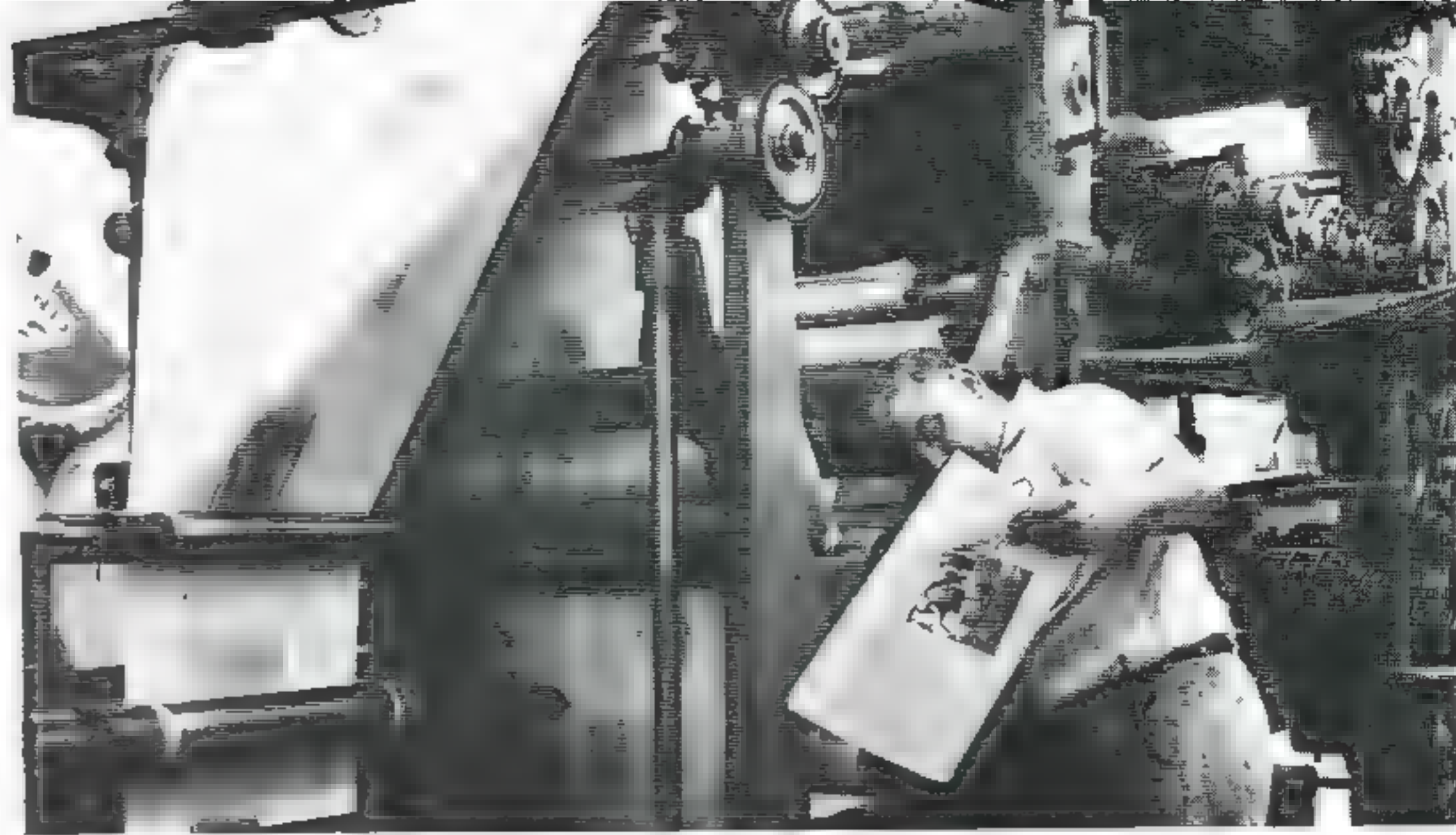
*. . . Orange, Texas, Leader
occupies fifth home*

EASTER weekend, while most people were enjoying a short holiday, an important move was taking place in Orange.

Orange's progressive daily newspaper, The Leader, was in the process of making its fifth move under present management, this time to a shiny new all-electric building.

Nearly two years of planning and work flow studies preceded the designing of the new Leader building. It has 13,200 square feet of floor space and is of contemporary design with a front made up mostly of glass protected by aluminum sun screens. Total cost of building and fixtures was over \$200,000.

The all-electric building has five heat pumps—one 10-ton and four 15-ton units—for a total of



ADJUSTMENTS WHILE IT ROLLS. Leader pressman Nick Silva makes one of the many mysterious adjustments that pressmen constantly make, with freshly printed paper in hand, while the press is rolling.



WRITING THE HEADLINES: Editing the copy and writing the headlines is an important job that few people ever hear about. Manning the copy desk in this picture are Mrs. Lana Pinson, Ken Davis (back to camera) and Joe Parsley, managing editor. Mr. Davis, Leader circulation manager, just sat in for this picture taken between editions. As evidenced by the chair he is sitting in, all the Leader's new furniture had not been moved in.

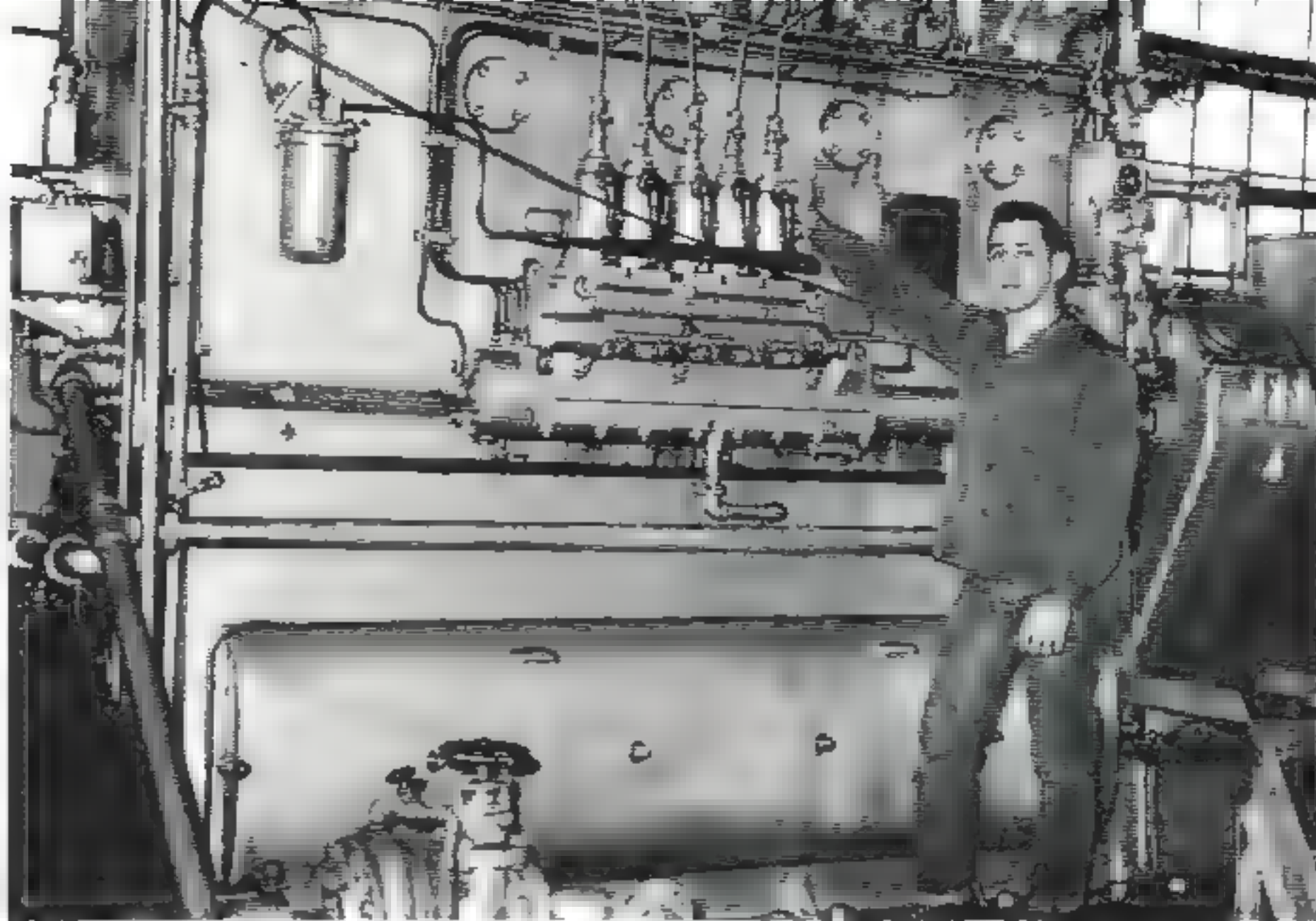
70 tons, 128 kilowatts of supplemental heating, 70 kilowatts of lighting and an electric water heater.

In making the move, deadlines for the Friday and Sunday editions were set back in order to give the movers, a firm from Dallas that specializes in moving newspaper plants, as much time as possible. The paper does not publish a Saturday edition. As each department wrapped up its work on the Easter Sunday edition and closed down it was moved. First to go were the business offices and equipment for the offices of Publisher James B. Quigley and Editor J. Cullen Browning, and last was the circulation department.

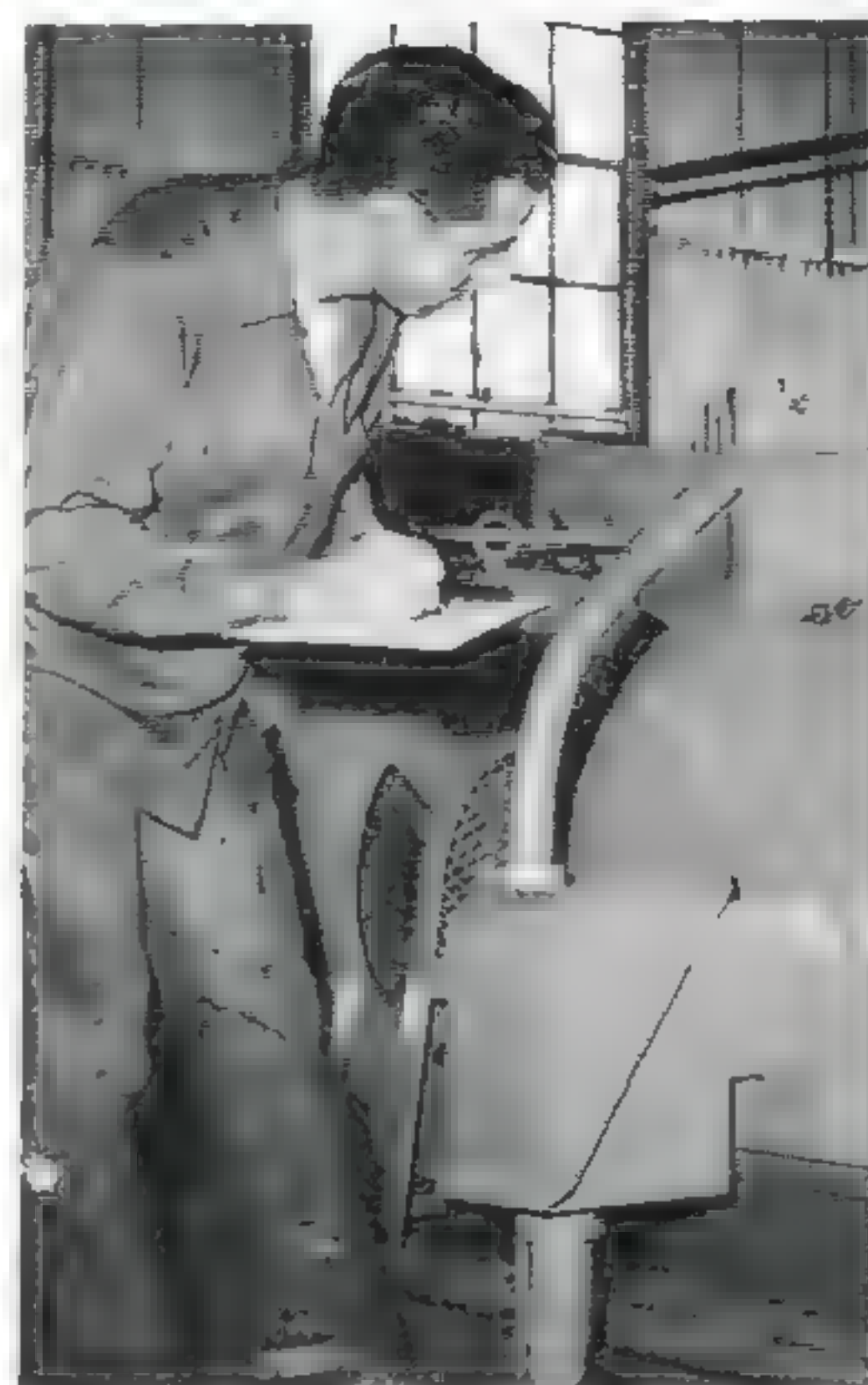
Biggest problem was the 26-ton tubular press. Prior to the move a hole was knocked in the wall of the old building and, after the press run, the press was loaded aboard a low boy trailer for the short ride to the new Front Street building. There a hole had been left in the wall and after the press was eased through and in place the wall was bricked up.

In a story reporting on the shift to the new location, Leader City Editor Bob Axelson contrasted the carefully worked out time table and the efficiency of the mechanized operation to a move by a Leader predecessor of long ago. The Weekly Tribune, founded in 1875, once changed locations with an ox cart.

THE OLD WAY. Freddie Britt, pumper, shows off the old method of pumping: an antiquated 400-horsepower diesel engine. Four of the giant engines used to carry the load but all have been retired in favor of the two new electric motors. Two of the diesels have been retained on a stand-by basis.



TAKING A READING. Mr. Britt checks readings on one of the two new 400-horsepower electric motors that handles the pumping operation some 12 miles north of Orange.



An All-Electric Canal Skipper



CHECKING WATER LEVELS. J. R. Ferguson, general superintendent of the Sabine River Authority's Orange Canal Division, looks to the new control board for water levels at various checking points. The remote control system is based in the headquarters building in Orange.



PICTURESQUE SETTING. The pumping station is nestled among the pines some 12 miles north of Orange in a typical deep East Texas setting. Pumping operations are handled by remote control from the Sabine River Authority headquarters back in Orange.



*. . . Sabine River Authority,
supplier of water to Orange area
industry and rice farmers,
goes electric with new
electronic remote-control system*

A warning buzzer sounds on the gleaming new control board at the Sabine River Authority on the outskirts of Orange just off Interstate Highway 10.

It indicates that the water level at SRA's first checking station—some 20 miles to the north—is getting dangerously low.

A Push Button Operation

It may seem like an alarming thing to most but not for J. R. Ferguson, general canal division superintendent, whose desk sits several feet away from the new control board. He simply walks to the board and pushes a button that instantaneously starts pumping operations at the first checking station to restore the water level to normal.

It's a hypothetical situation but Ferguson's task as "canal skipper" of SRA's vast network of waterways is just that simple thanks to the recent in-

HOME BASE FOR SRA. Headquarters for the sprawling Sabine River Authority, which begins in North Texas and ends with the tidewaters around Orange, is this modern building adjacent to Interstate Highway 10 west of Orange.

stallation of the electronic remote-control system that links his headquarters with the pumps 12 miles away at the Indian Lake intake canal.

Picking up the electronic signal at the far-removed pumping station are two 400 horsepower electric motors capable of lifting upwards of 150,000 gallons of water a minute from the intake canal and raising it 22 feet to the discharge canal above. SRA's decision to "go electric" came only a year ago, at which time installation of the new motors and electronic remote-control system began.

Replaces Four Diesel Motors

Before that, pumping was handled by four diesel engines—the old locomotive type—which practically filled up the pumping station quarters at Indian Lake. The diesels had been used since 1935. Two of the diesels are still located in the pumping station but only on a "standby" basis.

The new remote-control system appears to be "just what the doctor ordered" for SRA's water control along 135 miles on canal and laterals in the Orange area. The digital-concept system, the only one of its kind to be used for water control, reveals the intake level (stage of river at all times); discharge level; flow of water being pumped; metering for the two electric pumps; power failures miles away; and whether there's a high or low level at discharge or intake points.

Plenty of Water for Industry

What's the primary objective of the SRA?

Water has long been described as the "life blood" of any prosperous industrial complex and, thanks to the SRA, the Orange County area is a perfect picture of industrial prosperity. The SRA, under the management of John W. Simmons, vice president and general manager, provides ample water for five major plants—DuPont, Allied Chemical, Cabot's, Firestone and our Company's Sabine Generating Station at Bridge City.

That's not all of the SRA story. During rice-growing season, from April through September, pumping is continuous around the clock. Thus, meeting the demands of the five plants and rice farmers during the busy season adds up to quite a pumping job. At times, guesses Mr. Simmons, the SRA pumps upwards of 80,000,000 gallons of water per 24-hour period and in the neighborhood of four billion gallons a month.

A 15-Year-Old Dream

The modern, efficient operation of the SRA—which stretches back up the country to near Greenville in north Texas—didn't just happen. It's the realization of a 15-year-old dream for Mr. Simmons, who was appointed president of the SRA's first governing board at that time.

Then, the massive, multi-million-dollar Sabine River development program was just a dream for everyone concerned.

It seemed even more fantastic to some when Mr. Simmons embarked on the job with the following preamble: "To the extent that it is humanly possible, we're going to carry on this program with maximum use of state and local resources and with minimum reliance upon the federal government."

The doubters were many then, but not so plentiful now. They've been convinced as the SRA becomes more and more self-reliant.



SUPPOSE you were able to buy two pocket size machines which could dress, undress, wash, shave and feed you; which could write with pen, pencil or typewriter, help drive your car, operate tools and machinery to provide a source of income.

Machines sensitive to heat and cold, smooth and rough surfaces, able to perform all sorts of manual tasks at home, at work, or at play. With touch so delicate that they sense the slightest touch, but capable of defending you if necessary. If you could buy two such machines, what would you pay for them? Well, they are not for sale. You cannot buy them, but you do have two such machines. They are *YOUR HANDS*.

They will do all the things listed and many more.

They will paint a picture, play a musical instrument, shoot a rifle, pick up a new-born baby, caress a loved one, wave a greeting to a friend, etc. The list is endless.

Many biologists maintain that the human hand with its opposable thumb and fingers is chiefly responsible for man's mastery of the earth.

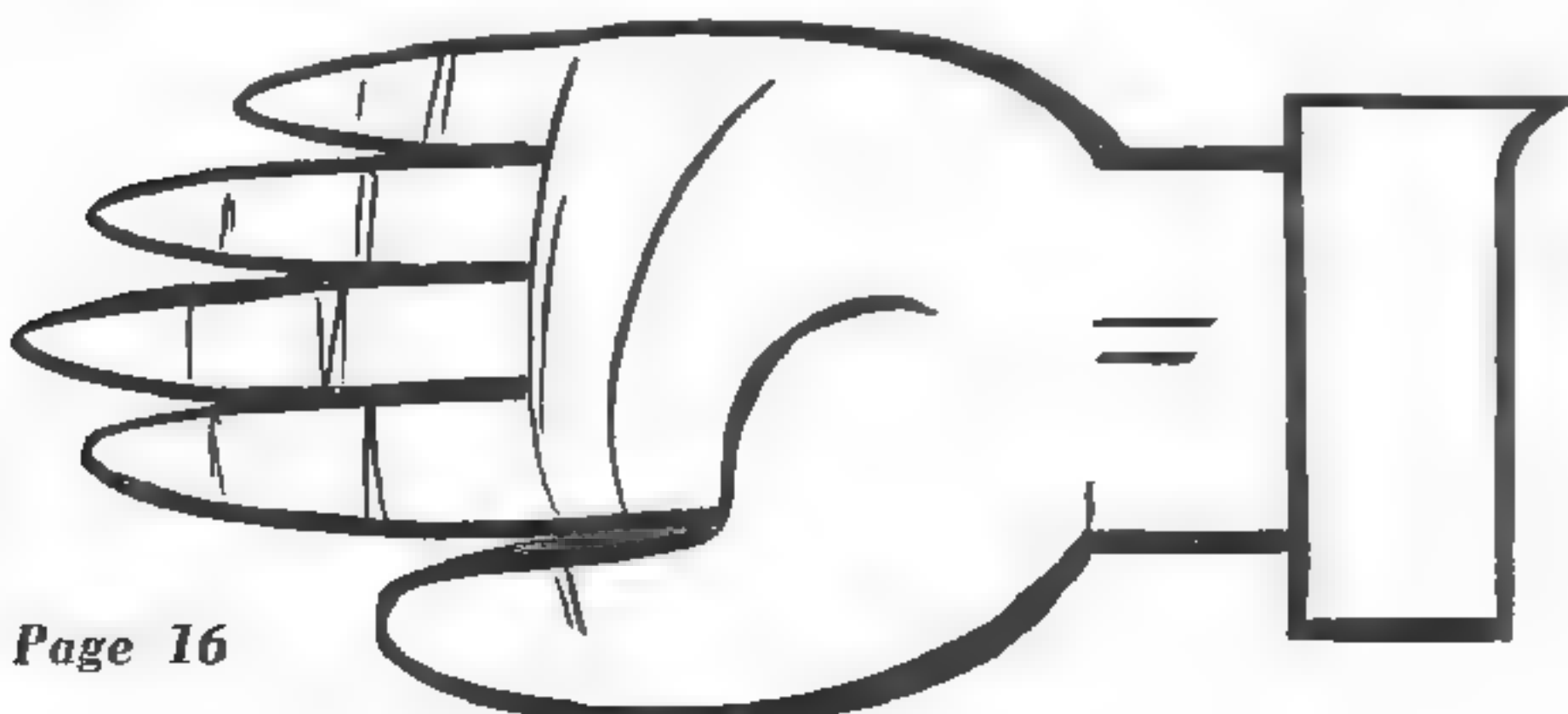
Yet, these same hands, which are capable of so many tasks, are delicate and easily subject to injury and they are exposed to potential danger more than any other part of the body.

Hand injuries yearly account for more than one-third of all disabling injuries and 50 per cent of all other injuries.

Hands are caught in machines, crushed by objects, cut by saws, knives, and other sharp objects. They are burned, pinched, bruised and abraded. They are sprained, strained, twisted, fractured and amputated.

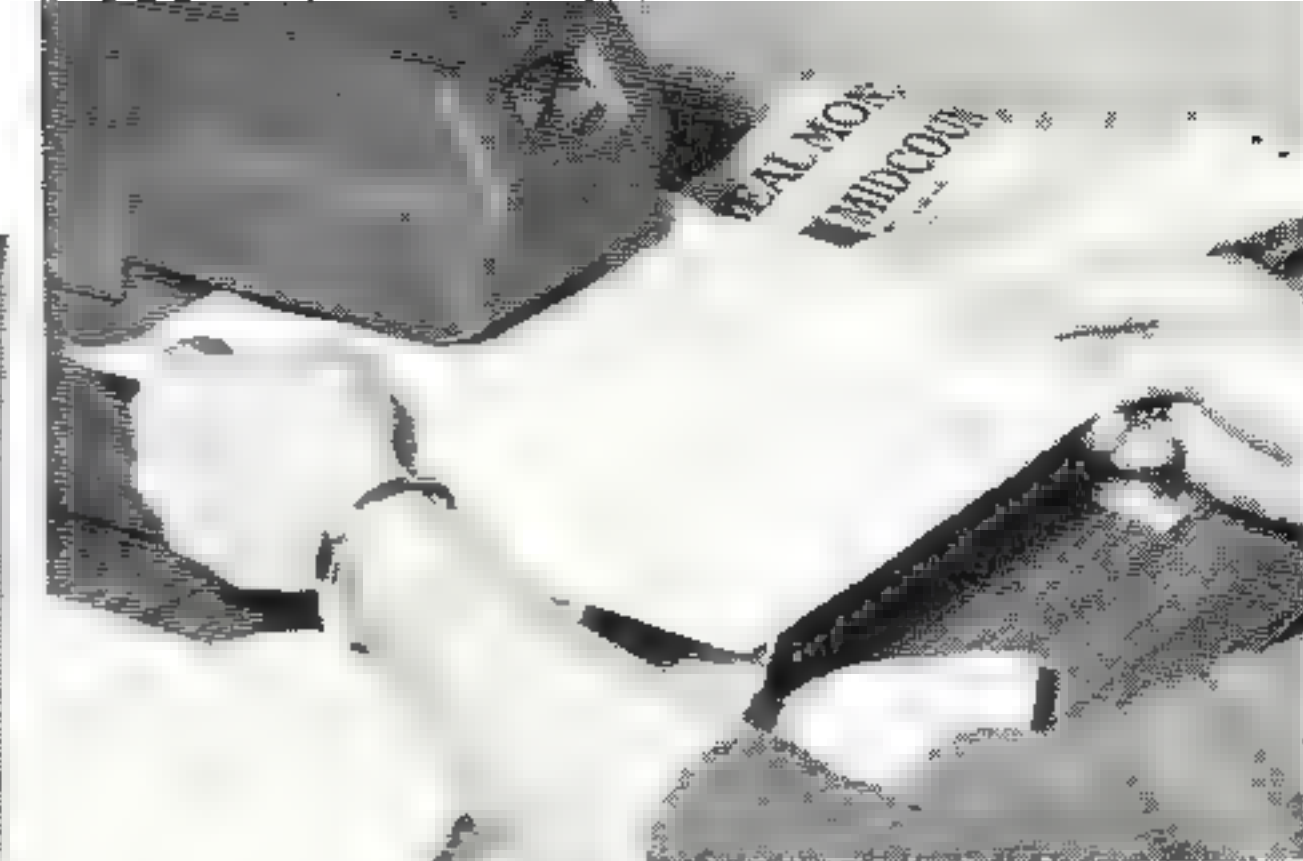
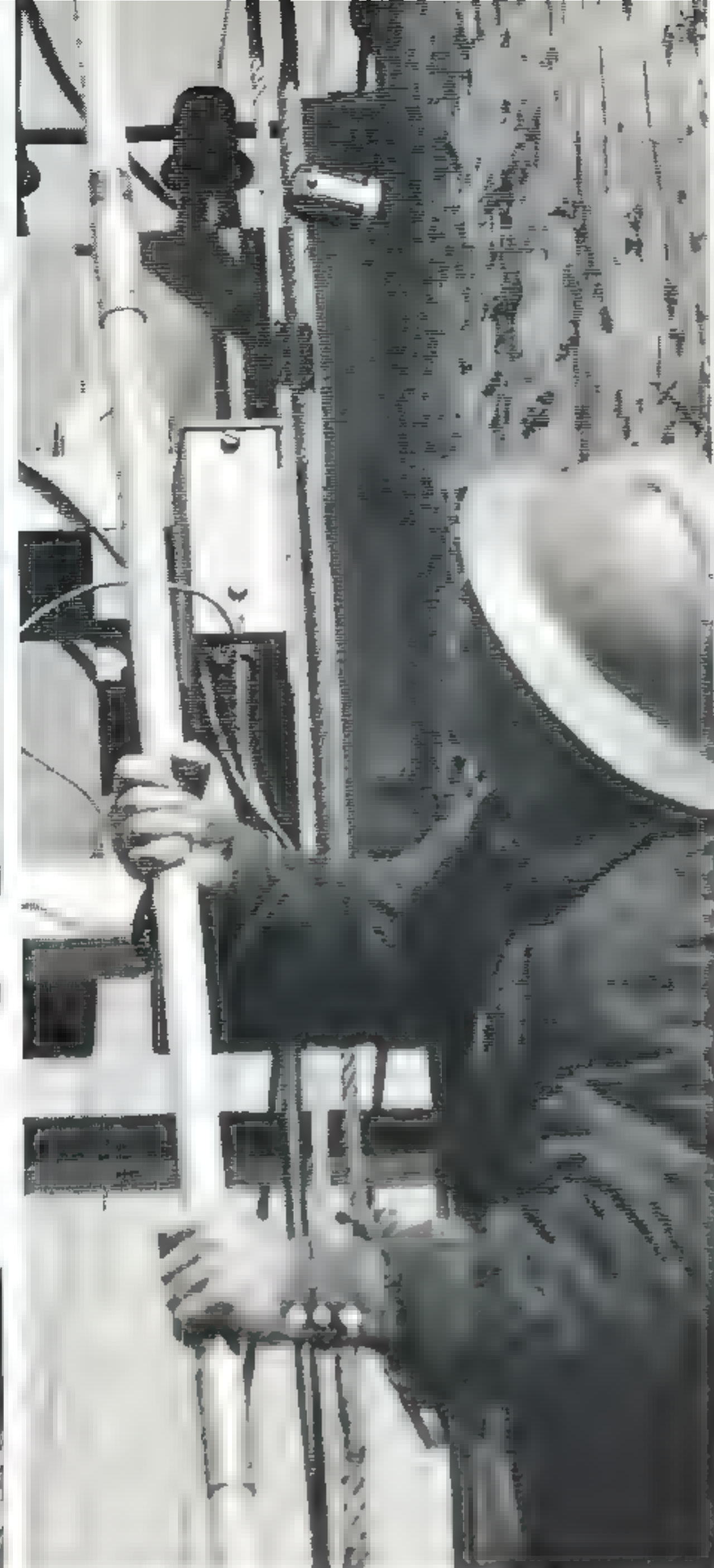
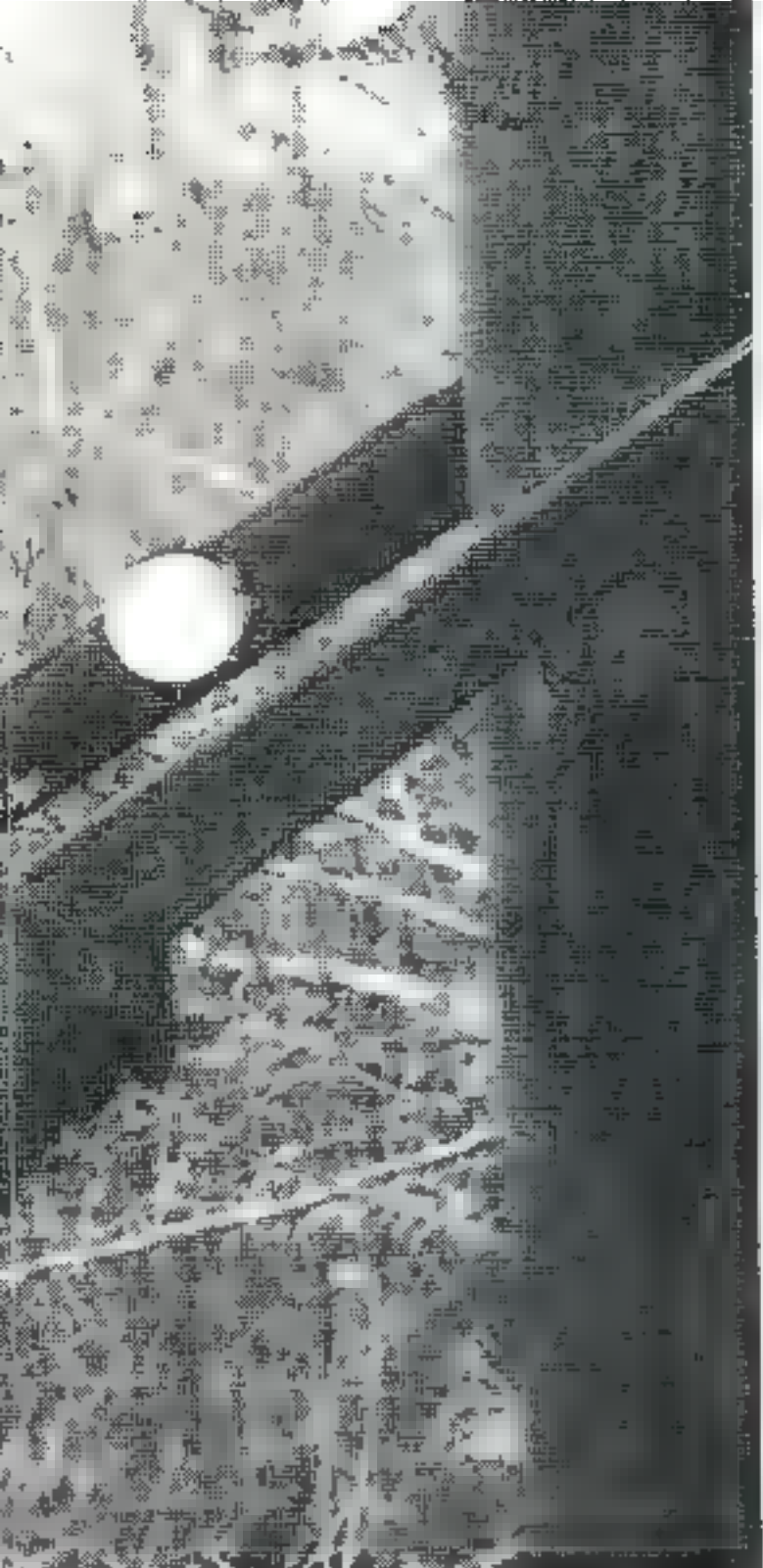
And why are these marvelous machines which mean so much to us subjected to so many hazards and injuries? Simply because they can't think for themselves and we, their owners, fail to think for them. We reach into running machinery, we spill molten metal on them, we use saws without guards, we place them under or between heavy objects, we grab supposedly killed electrical lines and we don't wear gloves when we should. In short, we do not protect our hands as we should.

Look at your hands. Consider what a handicap it would be to lose them. Think about how many hundreds of times you use them each day. Resolve here and now to protect them from injury.



THE MACHINE YOU CANNOT BUY

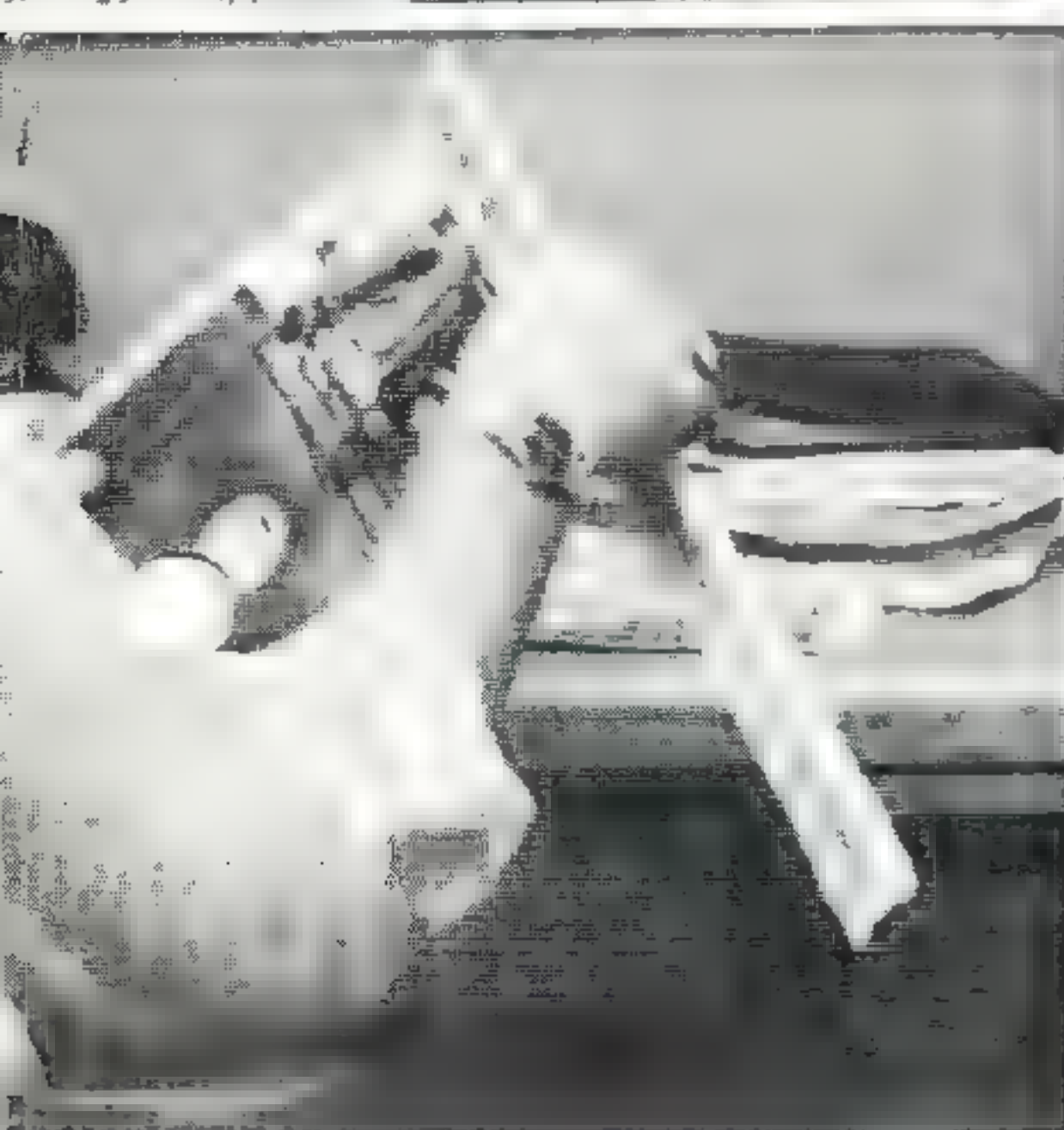


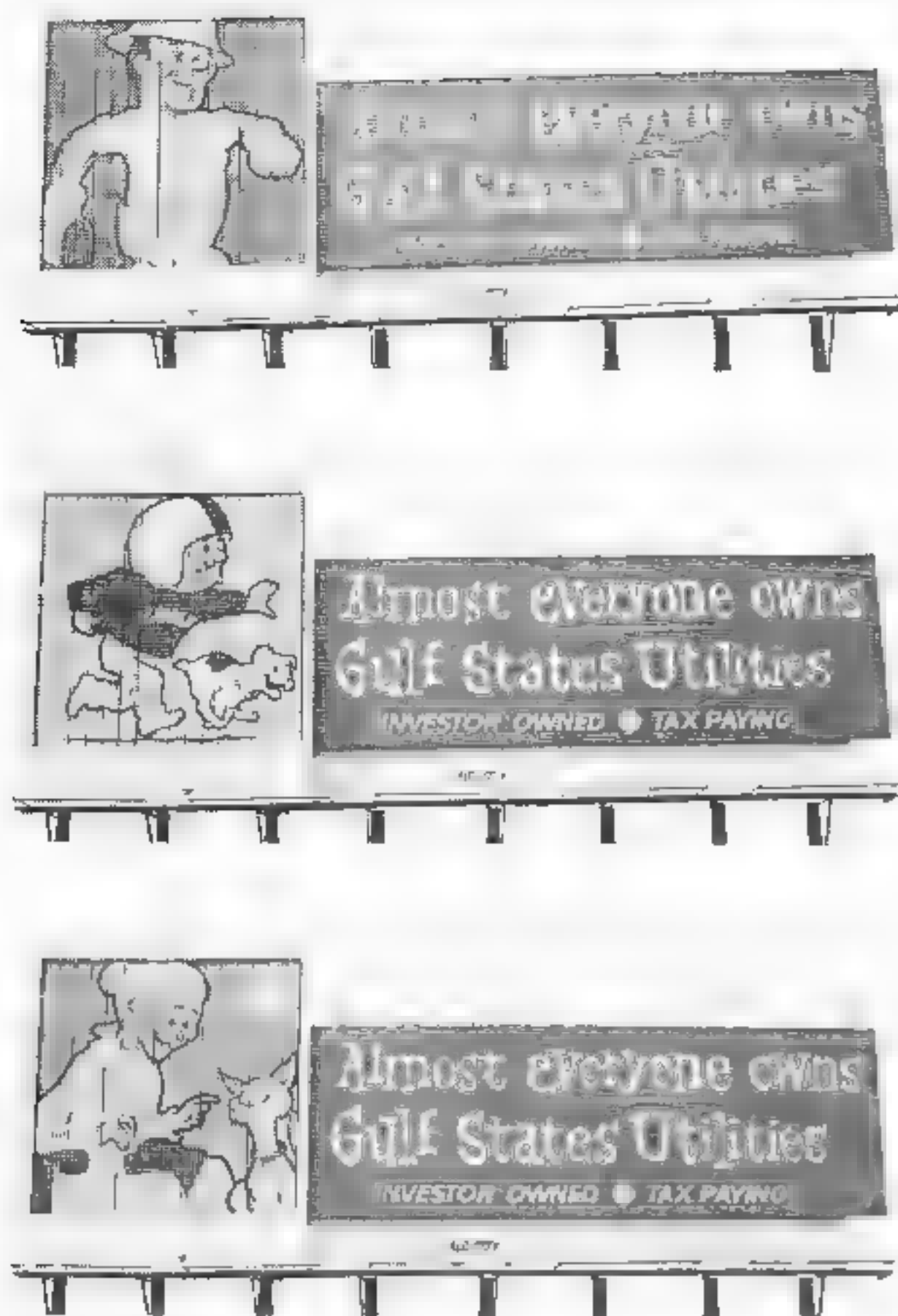


FOLLOW THESE SIMPLE RULES FOR HAND SAFETY.

1. Use safe work procedures.
2. Keep hands in the clear when handling material, hooking up slings, pushing U-trucks, working on saws and other machinery.
3. Always tag and lock machinery when repairing or adjusting. NEVER reach into moving machinery to repair, oil, or adjust it.
4. Wear suitable gloves when handling rough, sharp, or hot objects and around molten metal, acids, and caustics.
5. Don't wear finger rings at work. Avoid gloves around revolving machinery such as lathes, drill presses, etc.
6. Above all, keep your mind on the job your hands are doing. One moment of inattention may mean loss of one of these marvelous machines.

TAKE CARE OF YOUR HANDS
SO THEY CAN TAKE CARE OF YOU





"I have a question, sir, about the atom"

Send a group of bright young students to a short study course on problems and progress in atomic energy research. They see, they hear and they ask questions — their minds are stretched, their curiosity aroused. When they leave they are still just bright young students, but their vision has been broadened to take in a wider scope of the labors of science.

For the third straight year Gulf States has sponsored a group of high school science students and their teachers at the Texas Nuclear Science Symposium conducted by The University of Texas and Texas A & M Energy Research Foundation.

The Foundation made up of Gulf States and nine other investor-owned electric companies in Texas, is cosponsoring with General Dynamics General Atomic Division the world's largest privately financed research in controlled nuclear fusion.

In all, G.S.U. is taking part in three research projects seeking to convert the almost unlimited resource of atomic energy into the peaceful generation of electric power.



GULF STATES UTILITIES COMPANY

AN INVESTOR-OWNED TAX-PAYING ELECTRIC UTILITY

NEW AD AWARDS ADDED TO ADVERTISING'S PLAQUE DISPLAY. Members of the System Advertising Department are shown with the three awards won earlier this month by our Company's advertising in the 1964 Better Copy Contest of the Public Utilities Advertising Association. In the background are the awards won by the department in past competitions. In the picture are, left to right: K. E. Sutton, director of advertising; Walter Wright, residential advertising writer; Herschel Mathews, supervisor of advertising production and records; Jack Shofner, artist; Jim Turner, supervisor of advertising and publicity; Howard Fussell, institutional advertising writer; Larry Farley, industrial-commercial advertising writer; and Herschel Campbell, artist. Mr. Turner received the awards at the annual meeting of the PUAA in Minneapolis, Minnesota.



Places third in three categories . . .

Company Advertising Wins In PUAA Competition

OUR Company's 1963 advertising won three awards for excellence in international competition earlier this month in Minneapolis, Minnesota, at the 42nd annual meeting of the Public Utilities Advertising Association.

The awards were presented to Jim Turner, supervisor of advertising and publicity, who represented our Company at the May 6-8 meeting.

Competing with hundreds of public utility companies throughout the United States and Canada, a newspaper advertisement, an outdoor painted bulletin

and a salesfloor-window display each won third place.

The winning entries, shown on this page, in the Better Copy Contest were: the tri-vision board located in Beaumont on Interstate 10 at the Gateway Shopping City; the salesfloor display, "Electric Heat Pump—Heats—Cools," which was displayed throughout the system last August; and the newspaper ad "I have a question, sir, about the atom," which appeared in Texas newspapers pointing out our participation in the Texas Nuclear Science Symposium con-



ducted last June at the University of Texas.

The award winning advertising pieces were prepared under the direction of K. E. Sutton, director of advertising. Copy for the newspaper ad was written by Howard Fussell, institutional advertising writer, with art by Jack Shofner, department artist. The window display was designed by Herschel Campbell, department artist, with copy by Al Young, former residential advertising writer, now with Louisiana Power and Light in New Orleans. Mr. Campbell also did the artwork for the tri-vision display with copy by Mr. Turner.

The Better Copy Contest competition is conducted annually by PUAA to determine and give recognition for the best advertising by public utility companies during the period from January 1 to December 31 of the previous year.



"WATCH IT, SISTER!" This picture may be a little far-fetched, but let it be a reminder that just a moment of carelessness or thoughtlessness can cause a boating accident. With a little practice and attention to basic safety rules not only in boating, but in driving an auto or working around home we can set off-the-job accident records to match our excellent on-the-job records.

Pre-boating check assures safer trip . . .

Tips for Summer Boating Fun

IN the last few years, a number of Gulf Staters have been injured in boating accidents. As a matter of fact, one employee was almost fatally injured last year when a boat, driven by a man who had been drinking and running without lights, cut his boat in half.

So many of the boating accidents that occur each year could be easily avoided if the operators would observe the basic rules of boating safety and would make pre-float check of their boats and equipment.

Before an airplane takes off, its pilot goes through a routine pre-flight check list to make sure everything is in order and functioning properly. Outboard boatmen should follow much the same procedure. Here's a pre-float check list designed especially for trailer boatmen.

Before you leave home:

1. Visually check trailer tires to see that they are properly inflated.
2. Make sure the hitch and safety chains are secured.
3. Be sure the trailer lights are connected and working.
4. Make sure the boat is tied down and is resting on the trailer properly.
5. Check to make sure the drain plug is inserted in the boat.

6. Check your fuel supply. On long trailering trips, it's better to travel with the tanks empty and to take on fuel when you reach your destination.
7. Make sure you have all the equipment you will need. This includes required items as well as those you will use for fishing, water skiing, etc.
8. Have your boat registration papers with you or in the boat.

When you are ready to launch:

1. Check the drain plug again. This is easy to forget.
2. Remove the tie-downs before the trailer is backed into the water.
3. Attach a line to the boat before shoving it off the trailer.

When the boat is in the water:

1. Before starting the engine, check to make sure the fuel line is not kinked or being pinched.
2. Check the steering system.
3. Be sure running lights are working properly if you'll be boating after dark.

Although this looks like a long list, it doesn't take long to go through it. Experienced boatmen do it automatically and novice skippers can quickly learn the routine.

For traffic safety . . .

Jennings Police Receives National Award

THE Jennings Police Department has been presented the Walker Safety Award by the National Police Officers Association of America.

The award, a framed certificate, cited the Jennings Police Department "for having rendered meritorious service for the public welfare by materially reducing traffic accidents, fatalities and promoting highway safety . . . during the year 1963.

"May this award encourage law enforcement officers to continue their splendid work and to be constantly alert in promoting safe motoring to the American public," the citation continued.

The Walker Safety Award, present in conjunction with National Police Week which began May 10, is named in honor of a police officer killed in the enforcement of the traffic laws of his state.

It is issued each year by the association to any village, town or city that has either reduced or maintained a safe level of traffic deaths in the community. The figures are taken from the official report of the National Safety Council.



NATIONAL TRAFFIC SAFETY AWARD. Jennings Police Chief J. C. Gauthier, husband of Mary Ann Gauthier, local office clerk in the Jennings office, holds the Walker Safety Award which was presented the Jennings Police Department by the National Police Officers Association of America. The department received the award for rendering meritorious service to the public by reducing traffic accidents, fatalities and promoting highway safety during 1963. (Daily News photo)

**Retired Orange
superintendent . . .**

Funeral Services Held in Orange For C. H. Meeks

FUNERAL services were held April 20 in Orange for C. H. Meeks, 73, who retired in 1955 as superintendent of the Orange District.

Mr. Meeks died at his home April 17 from an apparent heart attack. He was a native of Mississippi and had lived in Orange for 39 years. He was a 40-year employee of our Company.

He was elected mayor of Orange in 1956 and served in this capacity until 1960.

He is survived by one daughter, Mrs. B. J. Murray of Houma, Louisiana; two sisters, and four grandchildren.

Burial was in Hillcrest Memorial Gardens in Orange. Pallbearers were Stanley LeBouef, Walter House, J. S. Rougeau, T. O. Charlton, George West and Cecil Nantz.

**Former Beaumont
employee . . .**

H. C. Hall Dies In Mississippi

FUNERAL services were held for Harmon C. "Pete" Hall, 63, a retired Beaumont employee, in Fayette, Mississippi, April 11.

Mr. Hall, who retired in October, 1962, after 37 years of service, died at his residence in Roxie, Mississippi, on April 9. He had moved to Mississippi following retirement.

He was a native of Oldenberg, Mississippi.

He is survived by his wife Mrs. Velma Price Hall; a daughter, Mrs. Harry Ebert, Clinton, Louisiana; three sons, Edwin C. Hall of Port Arthur, J. W. Hall of Pensacola, Florida, and H. C. Hall, Jr., of Baton Rouge; and 11 grandchildren.

Mr. Hall began his utility career in Baton Rouge, as a street car operator for a predecessor company. He later worked in the Accounting and Tax Departments.

He was transferred to Beaumont and promoted to senior accountant in November, 1963. He was section supervisor in Plant Accounting when he retired.

He and his family were active members of the Woodlawn Baptist Church while residents of Beaumont.



C. H. Meeks

The following resolution was published in the April 24 Rotarian of Orange.

A Resolution in Memory of the Services of Rotarian C. H. Meeks

WHEREAS, on the 17th day of April, 1964, the Almighty was pleased to call from his earthly existence our respected and well loved friend and fellow Rotarian, C. H. (Herb) Meeks; and,

Whereas, Herb Meeks was a long time member of the Orange Rotary Club, serving with loyalty and devotion and contributing materially to the progress of the Club as President; and,

WHEREAS, Herb Meeks was dedicated not only to the Orange Rotary Club but to all worthwhile endeavors of the community as a whole, having been active in numerous civic matters and having served with distinction as Mayor of the City of Orange; and,

WHEREAS, his life has been exemplary and a source of inspiration to all who knew him and in his death his family and his community have suffered a great loss.

NOW, THEREFORE, Be it resolved by the members of the Orange Rotary Club of Orange, Texas, in regular session on this the 21st day of April, 1964, that our sincere and heart felt sympathy and condolences be extended to the bereaved family of C. H. (Herb) Meeks and that this resolution be spread upon the official minutes of the Orange Rotary Club and a certified copy hereof be presented to his family as an expression of our sorrow at the loss of this kind and good man.

ORANGE ROTARY CLUB
/s/ N. E. PARKER,
President

Sabine Station employee . . .

J. A. Garcia Dies In Auto Wreck

FUNERAL services were held May 3 for John A. Garcia, 27, an employee of the Production Department at Sabine Station.

Mr. Garcia was killed May 2 when his car failed to make a curve on FM 1442 about two miles west of Bridge City.

A native of Port Arthur, he was a graduate of Thomas Jefferson High School. He had been employed by our Company since May, 1957, when he came to work at Neches Station. He was transferred to Sabine Station in 1961 as a repairman first class.

He is survived by his wife, a son, John, Jr., of Groves; his parents, Mr. and Mrs. Victor Garcia, Sr., of Port Arthur; a sister and a brother.

An Answer to Residential Right-of-Way Objections

DOES the presence of a transmission right-of-way actually decrease the value of adjacent residential properties?

This is an age old question and one that has caused utilities headaches for years.

Recently, however, the management of New Jersey Power and Light Company set out to obtain a factual answer by having a survey made of actual case histories. Based on the results of more than 70 such case studies, the conclusion reached by Herbert H. Smith, president of the consulting firm that conducted the research, was, "The consistent indication in such a large number of case studies can only lead . . . to the conclusion that electric-transmission lines have no effect upon the value of adjacent properties."

In some cases, property values increased with the presence of transmission right-of-way. Such studies should provide right-of-way agents with new ammunition in fulfilling their objectives.

—Electric Light and Power
April, 1964

Gulf Staters in the news

Oscar Baxley, commercial sales representative, Beaumont, has been appointed chairman of the exhibits and concessions division of the 1964 South Texas State Fair. He has been a member of the fair committee of the YMBL for five years. He has served with the fair's domestic division and was in charge of the hobby show in 1960 and 1961. He is currently serving his third term on the YMBL's board of directors.

Jim Turner, supervisor of advertising, Beaumont, has been elected a director of the Downtown Optimist Club of Beaumont and a vice-chairman of the Beaumont YMCA Permanent Public Relations Committee.

H. M. Mathews, supervisor of advertising records and production, Beaumont, has been elected president of the Beaumont Advertising Club for 1964.

Jack Shofner, artist in the Advertising Department, Beaumont, served as this year's chairman of the Beaumont Advertising Club's Art Contest for Lamar Tech students.

Ross Iles, right-of-way agent, Beaumont, discussed right-of-way acquisition from a utility company's point of view at a recent meeting of the Louisiana Chapter No. 43, American Right-of-Way Association, in Baton Rouge.



NEW ROTARY OFFICERS. A. H. Demers, second from left, superintendent of Riverside and Nelson Stations, was elected secretary-treasurer of the Westlake Rotary Club. This is the second consecutive year he has held an office. Other officers are: Jack Liggio, sergeant-at-arms, Raymond Melancon, vice-president; Rev. Garland Dean, vice-president; and Willis Kilpatrick, president.

Frank Robinson, local superintendent, Woodville, was the guest speaker last month at the annual dinner meeting of the Port Arthur Classroom Teachers Association. Mr. Robinson is the president of the Woodville Chamber of Commerce and vice president of the Woodville Parent-Teacher Association. He is a member of the National Lay Committee of the Methodist Church and serves as a lay speaker in the church.

Let's Read Our Mail FROM BEAUMONT

Dear Mr. Sutton,

On behalf of the Junior League of Beaumont, I want to thank you for the ad you have taken in our Horse Show program.

Your interest and generosity will contribute to the success of our show and we deeply appreciate it.

Sincerely,

Mrs. Robert B. Lee

Spindletop Charity Horse Show

FROM NAVASOTA

Dear Mr. Baird,

We would like to thank you, and all the Gulf States Employees, who made our recent tour of the Navasota Division possible. It was a very educational, as well as enjoyable, trip.

Cub Scout, Den 5, Pack 665

*James Paul Boring *Roy Jordan
Alan Eugene Finke Trinston Harris

*Curtis James Gayle Dennis Husfeld

*Pat Jolly John Treude

*Bob Maris

Ava Maris, den mother

Irene Gayle, assistant

**children of Navasota Gulf Staters: Charley Boring, commercial sales representative; Cecil Gayle, substation mechanic; Joyce Jolly, local office clerk; Roy M. Jordan, Line Department; E. L. Maris, sales representative, who's wife is also the den mother.*



PLANNING SESSION. Final plans are in the making here for the second annual Lake Charles Garden Lighting Tour April 23-24 and two of our Company's home service advisors are in on the strategy session. They are Carolyn Mayer, left, and Joan Carter, second from right. Others are Pat Barras, Jr., lighting specialist who created the garden lighting effects in the four gardens on the tour, and Mrs. A. B. Cavanaugh, whose yard and garden shown in the background were among those featured during the two-night tour.



Two-day training session sets forth ideas area and Company industrial-area development people can use in . . .

Bringing New Industry To Our Gulf Coast Area

FACTORS that could sway more industry toward this Gulf coast area and the advantages and complexities of industrial heating were aired during a two-day industrial and area development sales meeting April 23-24 in Beaumont.

Harry Clark, executive director of the Texas Industrial Commission Department, was one of the session's featured speakers. Mr. Clark, who was introduced by L. N. Brannan, supervisor of our Company's area development department, discussed programs and projects which should be undertaken by industrial development committees to lure new industry to their communities.

Mr. Clark also discussed the organization of the Texas Industrial Commission and its activities, most of which are designed to lure more business to the state. He climaxed his talk with a lively question session.

Attending the two-day meeting, held in the 20th floor auditorium, were industrial and area development sales supervisors and representatives from across our system and leading businessmen.

Joining Mr. Clark on the program were Mr. Brannan; L. V. Dugas, general sales manager and vice president; L. J. Bodemann, system industrial engineer; A. D. Sprawls, area development engineer, Beaumont; C. D. Glass, industrial engineer, Lafayette; J. B. Waltrip, industrial engineer, Baton Rouge; J. H. McClelland, industrial engineer, Beaumont; K. C. Gerstenberg, industrial engineer, Lake Charles; John Gaumer, an agent for Edwin F.



SEEKING NEW INDUSTRY. Harry W. Clark, left, executive director of the Texas Industrial Commission in Austin, was one of the featured speakers at our Company's semi-annual area development sales meeting April 23-24 in Beaumont. Mr. Clark explained the Commission's program to promote more industry in the state and explained that the bulk of the "sales pitch" for new industry rests on the shoulders of the community itself. Southeast Texas business leaders joined our Company's industrial sales people in making up the audience.

Weigand Company; and Roger Pillsbury, a salesman for E. I. du Pont de Nemours Company.

Welcoming the business leaders and Company personnel were Mr. Dugas and Glenn E. Richard, president. Mr. Richard expressed his appreciation to the visitors (April 23) for their interest in the area development part of the program.



TRAINING SESSION. Charles Glass, industrial engineer, Lafayette, conducts a heating experiment during one of the training sessions for Company industrial and area development engineers. Watching and learning are, left to right: Virgil Shaw, supervisor, Industrial-Commercial Sales, Port Arthur; Bob Collier, industrial engineer, Baton Rouge; Aubrey Sprawls, area development engineer, Beaumont; Bill Thomson, supervisor, Industrial-Commercial Sales, Beaumont; Henry Landry, industrial engineer, Baton Rouge; and on stage, Leroy Bodemann, system industrial engineer, Beaumont.

Thrift Plan

THE Employees Thrift Plan trustee purchased the following Company stock during April covering employee deductions and Company contributions through March:

- 2,078 shares of Common Stock at a total cost of \$85,513.92 or an average cost of \$41.152 per share;
- 109 shares of \$4.40 Preferred stock at a total cost of \$10,442.15 or an average cost per share of \$95.7995; these costs included brokerage and commission fees.

The trustee also deposited \$23,763.90 with the savings department of the First Security National Bank of Beaumont.

For commercial sales . . .

March Proves To Be A Good Sales Month

COMMERCIAL Sales for March amounted to 5,118 Kw which represents an estimated annual revenue of \$168,319.00.

Baton Rouge and Lake Charles are the top divisions in the System Load Builders Campaign. Individual Load Builder Salesmen for each division in March were: Don Sullivan, Baton Rouge; Brooks Bishop, Beaumont; Raymond McGowen, Lake Charles; Joe

Bailey, Navasota Division, and Paul Baker and Buck Elkins with a tie in the Port Arthur Division.

During March, 848 Kw of commercial cooking equipment, 1,881 Kw of lighting, 356 Kw of electric heating and 10 heat pumps totaling 65 tons were connected. The sale of 105 units and 353.8 Kw brought the Spring Counterline Campaign to a total of 283 units totaling 839.1 Kw. Beaumont Division is the leading division with 368.8 Kw sold.

Commercial sales during the first quarter of 1964 are above sales for the same periods of 1963 and 1962. Cooking equipment Kw is 183.1 per cent of 1963 sales, lighting sales are 147.4 per cent of 1963 sales, heat pump sales in 1964 led 1963 sales by 154.3 per cent and sales of electric heating are 173.8 per cent above last year's sales.

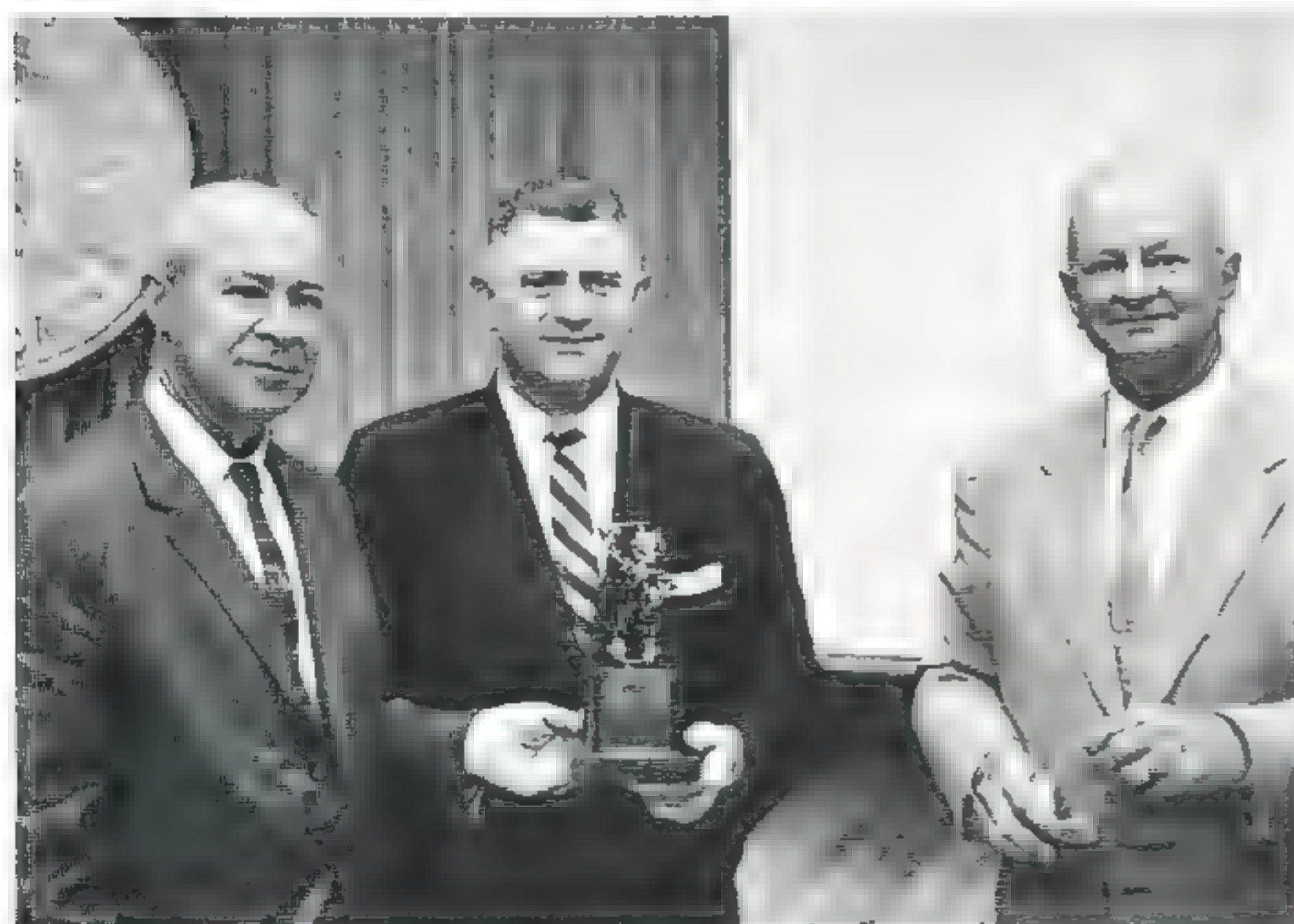
Since the first of the year, thirteen All-Electric Buildings have been served. To qualify, a building must have lighting levels which meet or exceed I.E.S. minimum footcandle levels, it must be air conditioned with a heat pump or with a conventional air conditioning unit and electric heating, and all water heating and commercial cooking must be done electrically. Baton Rouge and Beaumont Divisions have each reported four All-Electric Buildings while Lake Charles and Port Arthur have each reported two and Navasota Division has reported one.

Special emphasis will be placed on commercial heat pump sales during May and June. Commercial salesmen working with heat pump dealers will



NEW LIGHTING INSTALLED. Dale Walker, left, district serviceman in St. Francisville, and Charles Coleman, district serviceman in Jackson, Louisiana, admire the new 12,000-lumen mercury vapor street lamps our Company has installed in St. Francisville. Only 18 lamps have been installed so far but they represent the first high output lamps of this capacity our Company has purchased for city use.

be striving to make one hundred heat pump sales proposals during the 62 day campaign. Follow-up sales work should result in the sale of forty heat pumps.



TIE FOR RESIDENTIAL SALES TROPHY. J. Kirby Jones, Port Arthur, and R. A. McAlpine, Beaumont, both division superintendents of sales, will have to share the residential kilowatthour trophy for a month since both divisions tied for first place during March. The presentation was made at the April department heads meetings by L. M. Welch, vice president for division operations. The trophy is awarded monthly to the division having the largest gain in the average use per home customer.



CONDUCTS CLOTHING CLINIC. Gwen Hansen, home service advisor, Beaumont, gives the ladies of the Jefferson County home demonstration clubs some laundry pointers during the April 29 Consumer Clothing Clinic sponsored by the Extension Service and the Clothing Committee of Jefferson County in our Beaumont Service Center. Mrs. Hansen demonstrated the operations of today's modern electric laundry equipment for the ladies during the day-long clinic.

Effect of Salt Loss From Excessive Perspiration

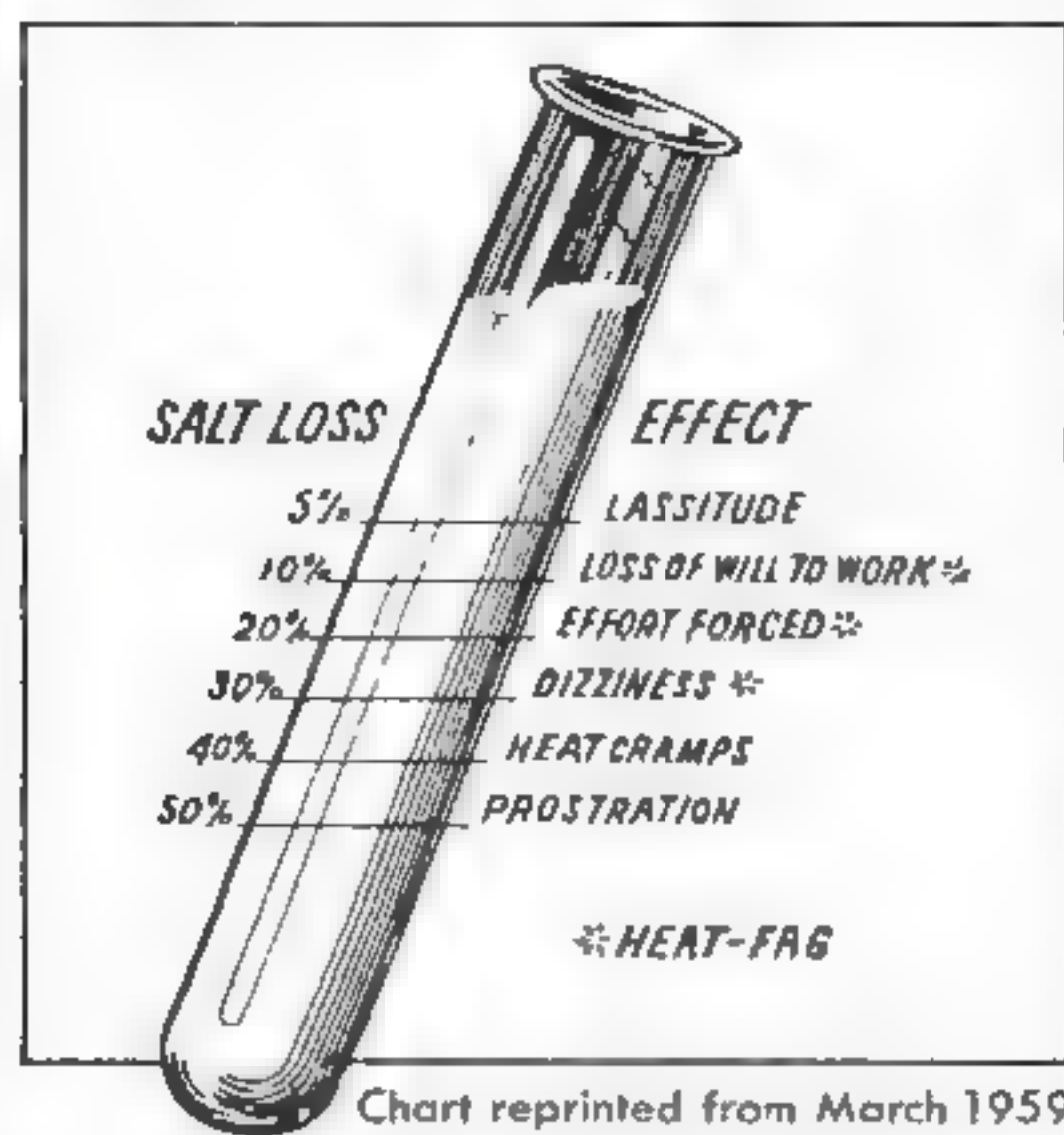


Chart reprinted from March 1959
issue of National Safety News

This diagram shows what happens when excessive sweating robs the body of necessary salt. Unless the salt is replaced, along with water, successive stages of heat-fatigue lead to the more serious consequences of heat cramps and even prostration.

A safety note . . .

Sufficient Salt Sparks Up Your Summer Fun Activities

"COMFORTABLE clothes, cooling devices and taking it easy are not enough to beat the heat if excessive perspiration has robbed your body of its necessary salt supply," warns S. L. Stelly, system director of safety, Beaumont. "Adults and children alike may suffer the symptoms of salt loss, especially in the beginning of warm weather, as additional outdoor activities increase the body's salt losses."

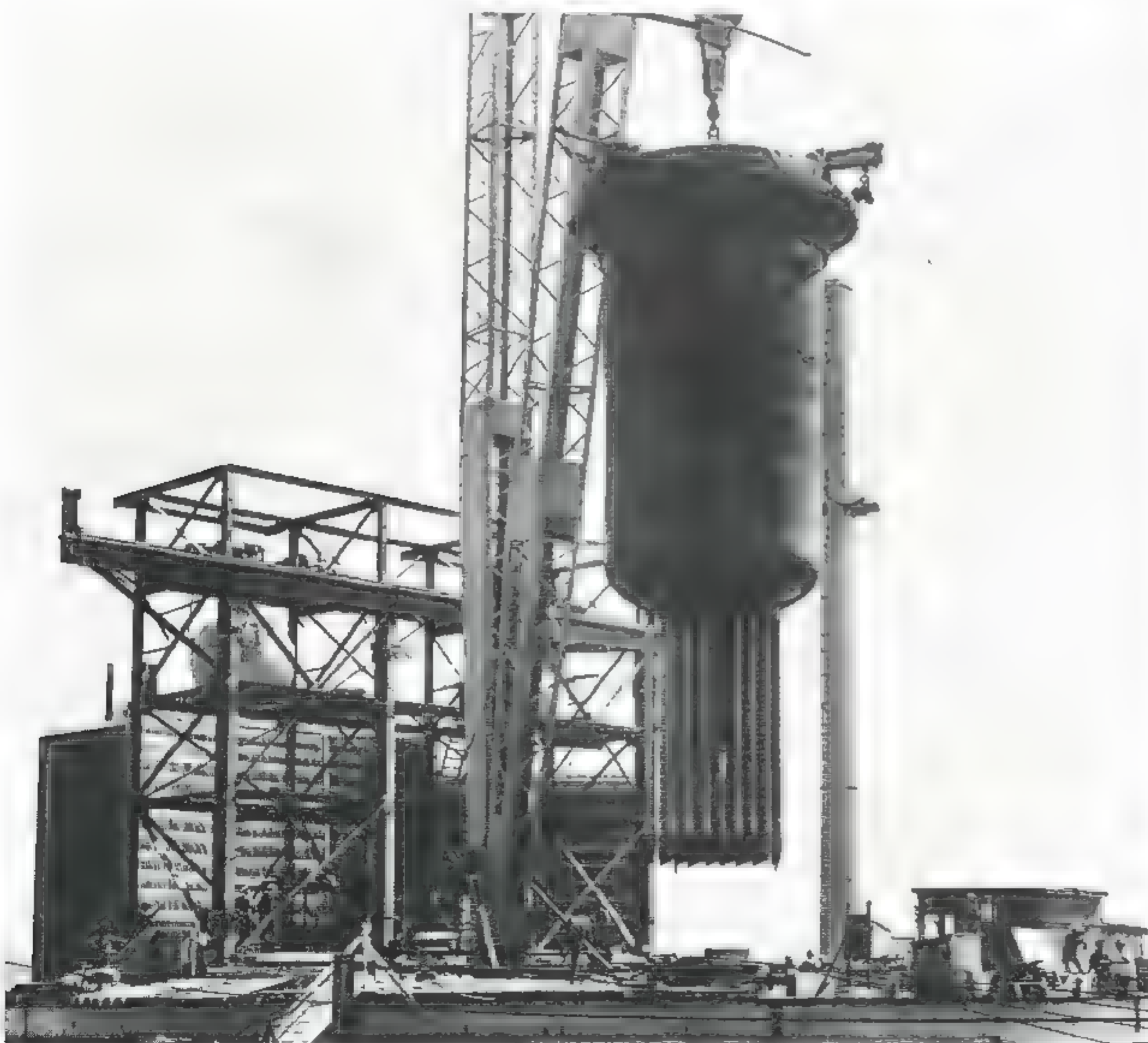
The salt loss symptoms begin with weariness and loss of will to work. Progressive salt depletion may result in heat cramps and heat prostration.

"You don't have to climb poles or working on a gas line all day, to need more salt," Mr. Stelly said. "Any exertion in high temperatures may cause

perspiration to lower your salt reserve and start the salt loss symptoms. Salt losses must be replaced day by day. As the temperature begins to climb, start building up your salt reserve by increasing your intake of salt.

"This can be done using a little more salt in preparation of food and more salt at the table at all meals. This will keep the salt level up for those engaged in moderate work and play activities. If engaged in strenuous outdoor activities don't forget to have salt tablets handy. And make sure you use them.

"Replacing lost salts regularly is essential to good health," Mr. Stelly emphasized. "It may even save your life."



PEACH BOTTOM REPORT. The 135-ton reactor vessel for the Peach Bottom Atomic Power Station is poised 120 feet in the air, prior to being lowered into steel containment shell. The vessel is a carbon steel cylinder, approximately 30 feet long, with an inside diameter of 14 feet. Fifty-five control rod nozzles project from the base of the vessel making the over-all length, as lifted, 43 feet. The plant, with a capacity of 40,000 kilowatts, is being built by Philadelphia Electric Company and 52 other investor-owned electric utilities, including our Company as one of the co-sponsors which organized the High Temperature Reactor Development Associates, Inc.

Reddy's Kollege of Kilowatt Knowledge

1. At the end of 1963 there were 2,781 active Gulf Staters. How many of these have been with the Company 40 years or longer?

a. 5; b. over 20; c. over 40; d. over 50

2. How many Texas and Louisiana communities does our Company serve?

a. 82; b. 274; c. 287; d. 301

3. Average annual use per residential customer increased again in 1963, this time by 263 kilowatt-hours. What was the approximate average use at the end of the year?

a. nearly 3,500 kwh; b. nearly 4,200 kwh; c. nearly 4,900 kwh; d. nearly 5,300 kwh

4. Our Company furnishes electricity for neighboring rural electric co-ops.

a. True; b. False

5. About how many individuals own common stock in Gulf States?

a. 5,000; b. 8,000; c. 10,000; d. 12,000

(Answers on page 26)

Baton Rouge Engineer

Points Out Factors

Against Self-Generation

Each month, *Power Magazine*, a McGraw-Hill publication, runs questions dealing with the use of electric power submitted by its readers under the heading of "Energy System Problems." Other readers are then invited to send in answers to the questions which will be run at a later date. D. F. Latimer, industrial engineer, Baton Rouge, submitted an answer to the following question which appeared in November *Power*. Mr. Latimer's answer appeared in February *Power*.

the question . . .

Should We Generate Our Own Power?

THERE has been a lot of interest lately in on-site generation for shopping centers, office buildings, schools, etc. We are now considering such a system for our office and manufacturing plant. We use steam for process and are planning to air condition the office building and part of the factory. Based on preliminary estimates it looks like we need a 300-ton air-conditioning system. Our present electric load is about 300 kilowatts.

The on-site generating system proposed consists of two gas-turbine generator sets (one a spare) coupled with two exhaust-heat boilers to supply process steam and an absorption refrigeration unit.

It looks attractive from a number of angles but we're not completely convinced. What factors should be taken into account to fairly determine the economic feasibility of generation? What are some of the important intangible factors? We'd like to hear from readers who have gone through an evaluation like this or who have had experience with these systems. — RML, November *Power*.

the answer . . .

Include Both Fixed And Operating Costs

THE economics of plant electric generation require that you take into account both fixed and operating costs.

Fixed costs include: (1) annual interest on investment. This is usually around 6½ per cent of the installed cost (not catalog cost) of the generating equipment, including special tools, materials and supplies, (2) annual depreciation of investment, usually based on a 20 to 25 year life of the equipment, (3) annual property taxes, also state horsepower tax if applicable, (4) insurance costs.

Operating costs include: (a) operating labor cost. Include a reasonable amount for superintendent's and management's time since they will have to concern themselves with power generation problems, (b) fuel cost including fuel used for start-ups and any other non-productive time, (c) maintenance cost for both minor and major overhauls, (d) miscellaneous cost including water treatment, lube oil, air filters, oil filters, etc.

These factors are tangible and if evaluated realistically, usually indicate that purchased power costs are lower

than self generation for a small plant even when the plant has a use for process steam.

While a thermal efficiency of above 60 per cent can be claimed for a turbine generator with exhaust boilers and absorption air conditioning, the annual plant thermal efficiency will be substantially lower because of unbalanced electric steam and air conditioning requirements plus losses during start-ups and maintenance periods. Gas turbine efficiency is sharply reduced at partial loads.

Intangible factors are also important and should be considered. Quality of electricity for on-site generation may be lower because of wider voltage regulation and frequency variation. Unless the generator is a great deal larger than the plant's larger motors, the starting of these motors will result in objectional voltage drops. Plant equipment that is sensitive to voltage changes will not give satisfactory operation.

Electrical reliability may be lowered with on-site generation which will result in decreasing annual plant manufacturing output. A serious failure of generating equipment could stop plant operation for weeks. Gas turbines and generators are complex machines that require trained experienced operators and maintenance workers. It is relatively easy to increase the capacity of purchased power compared to increasing the capacity of small on-site generating plants.

To briefly summarize it can be said that high fixed costs of the gas turbine-generator-absorption system make it uneconomical compared to purchased power and a compressor air-conditioning system for such a small load.



REDDY ON PARADE. Reddy Kilowatt riding in bucket on one of our trucks helped Sulphur, Louisiana, celebrate its 50th anniversary on April 17. This was the largest parade ever held in Sulphur, with 64 floats entered.



D. F. Latimer

For second year . . .

Baton Rouge Employees Set Golf Tourney For May 29

THE second Annual Baton Rouge Division Golf Tournament will be held at Howell Park, Friday, May 29.

R. M. Andrews and Bill Tholborn, tourney co-chairmen, announced flights will be determined by two qualifying rounds.

The one-day tournament will be conducted under medal play and will be played in flights to be established by the handicaps and pairings committee.

Trophies will be awarded the winners of each five flights, which includes the championship flight.

A list of tournament committees was released as follows:

Steering Committee—R. M. Andrews, Bill Tholborn, Phil Levert and Bob Collier.

Handicaps, Pairing, Scoring — Buck Morton, Jack Gautreaux, Donald Kraft, Mr. Collier.

Finance—R. M. Knobloch, Ed Loggins, Mel LeBlanc, Lon Sandifer and Donald Kraft.

Prizes and Awards—Jack Kirkland and Mr. Levert.

Rules—Reeves Garrison, Richard Bergeron and Vernon Gautreaux.

Department Representatives — J. R.



MAKE PLANS FOR PORT ARTHUR GOLF TOURNAMENT. Committee chairmen for the annual Memorial Day Golf Tournament for employees of the Lake Charles and Texas Divisions go over plans for the May 29 event with Johnnie Barlow, manager of the Pleasure Island Golf Course in Port Arthur. Port Arthur Division employees will be hosts for this year's event. Present for the planning session were: C. G. "Blackie" DeCuire, chairman of food committee; Ed Barton, chairman, rules and grounds; Johnny Siddall, general chairman; Sterling Oliver, chairman, prizes; Mr. Barlow; and Virgil Shaw, chairman, finances. Not pictured was Bunch Eads, publicity.

Braud, Choctaw; Mr. Tholborn, Line Department; Tom Boone, Meter, Service and Engineering; Mr. Morton, Louisiana Station; Danny Garon, Willow Glen Station; Herbert Aull, Sales and Accounting.

Publicity—Jack Worthy and Bill Goff.

* * *

More than half of all deaths in the United States are caused by diseases of the heart and blood vessels, according to Southeast Texas Heart Association.

Answers To Kilowatt Kollege

(Questions on page 24)

1. **c. over 40.** Out of a total of 2,781 employees at the end of 1963, 968 had been with our Company for at least 10 years, 279 for more than 20 years, 225 for more than 30 years, and 43 have from 40 to 50 years of service.

2. **c. 287.** Gulf States serves 287 towns and communities in 45 Texas counties and Louisiana parishes.

3. **d. nearly 5,300 kwh.** The average annual usage per residential customer at the end of 1963 was 5,260 kwh. Multiply this by 2.52 cents, the average revenue per kilowatthour in 1963, and you

see how important each residential customer is to our Company.

4. **a. True.** Gulf States sells electricity to 10 rural co-ops and 11 municipally-owned systems.

5. **d. 12,000.** At the end of 1963 there were 12,475 individuals holding 23.6 per cent of Gulf States' common stock. Seventy-six per cent of the common stock was owned by insurance companies, pension funds and other institutional investors who represent millions of people having a beneficial interest in the Company.

(Sources for these answers will be furnished upon request.)

Do you have any questions about our Company or the electric industry which would be of general interest to PLAIN TALKS readers? Send them to KKK, PLAIN TALKS, Advertising Department, Beaumont.

SERVICE AWARDS

TWENTY YEARS



W. L. Rabe
Engineering
Beaumont

TEN YEARS



H. R. Mathews
Sales
Beaumont

Atomic Fellowships Granted Employee's Son, Four Others

ALBERT W. BAIRD, III, son of A. W. Baird, operating superintendent, Navasota Division, has been named one of five graduate students from Texas universities to receive a 1964 summer research fellowship in atomic energy awarded annually by the Texas Atomic Energy Research Foundation and General Atomic Division of General Dynamics.

Albert is a candidate for a Ph.D. in the department of electrical engineering at the University of Texas. Others chosen were Ronald Borochoff and Donald Gibbons of Houston, George Chao-tsi Kung of Abilene and Joseph Vance of Devine.

The Texas Atomic Energy Research Foundation is made up of our Company and nine other investor-owned electric power companies in Texas. Jointly with General Atomic, the Foundation since 1957 has sponsored the world's first and largest privately-financed program in controlled nuclear fusion research.

The summer research fellowships were established four years ago for Texas graduate students in physics, mathematics and engineering.

During the three months of their fellowships, the students will work at General Atomic's laboratories in San

Diego, California, with General Atomic scientists who are seeking a means of controlling thermonuclear fusion reactions for the production of electrical power.

Albert is interested in plasma (ionized gas) research, particularly wave propagation. He currently holds a three-year pre-doctoral fellowship at the university from the National Aeronautics and Space Administration.

Mr. Borochoff is a senior physics major at the University of Houston where he will begin graduate work in May after securing his bachelor's degree.

Mr. Gibbons is a first year graduate student in physics at the University of Houston where he is also serving as a research assistant. He expects to receive his master's degree in physics in the Fall of 1965.

Mr. Kung, a senior mathematics and physics student at Hardin-Simmons University, will begin his graduate work in physics after graduation in June. He held an undergraduate research grant from the National Science Foundation at Texas A&M University last year.

Mr. Vance is a candidate for a Ph.D. in mathematics at the University of Texas.



A. W. Baird, III



A. W. Baird, Jr.

TAERF Scientist Wins AEC Award

A scientist engaged in nuclear fusion research sponsored jointly by the Texas Atomic Energy Research Foundation and the General Atomic Division of General Dynamics Corporation has been named one of five winners of an Atomic Energy Commission award for meritorious contributions in the field of atomic energy.

Dr. Marshall N. Rosenbluth of San Diego will receive a medal, citation and \$5,000.

He has been engaged in the joint nuclear fusion research project since 1957, when the Texas Atomic Energy Research Foundation was formed. The Foundation is composed of our Company and nine other electric utilities in Texas.

The fusion program is aimed at harnessing the energy-making process of the sun and stars and the hydrogen bomb for the eventual generation of electric power.

In Baton Rouge . . .

J. S. Gray Named Foreman

J. S. GRAY, formerly an equipment operator at Willow Glen Station, Baton Rouge, was promoted to control operations foreman on April 1.

A native of Jonesville, Louisiana, Mr. Gray joined our Company in 1949 as an operator's helper in Baton Rouge at Louisiana Station. He progressed through various operator classification until named second fireman in 1953. He became a turbine engineer in 1954 and has been an equipment operator

since being transferred to Willow Glen in 1959.

Mr. Gray and his wife, Alyne, have two sons, Jeffrey and Joe. He is a member of Four Rivers Lodge No. 369, F.&A.M. and is a member of Winbourne Baptist Church. Mr. Gray is a veteran of World War II.



"You're probably wondering if its wired for two twenty?"

A Look At Tomorrow's Home

WANT to know what life in the home will be like 25 years from now? Among other things, there will be ultra-sonics, no light bulbs and peltier effects — thermoelectric cooling and heating.

Going George Orwell four years better, Sebastion Z. de Ferranti, chairman and managing director of Ferranti, Ltd., predicted life at home in 1988 in a recent lecture at Heriot-Watt College.

Based on "the logical extension of our present knowledge" of electricity and electronics, Mr. de Ferranti envisioned washing machines, for clothes and dishes, that shake out the dirt with ultrasonics. To the dismay of detergent makers, he noted, washing machine manufacturers are working on these now.

The large centralized refrigeration unit may also vanish, he said, and be replaced by "peltier-effect cooling ele-



LAMAR TECH COEDS TOUR KITCHEN. This group of Lamar Tech coeds, a homemaking class of Mrs. Virginia Anderson, gets a tour of our Company's three kitchens at the general offices in Beaumont while on a recent visit. They actually were in attendance at a home lighting program presented by Leonora O'Neal, director of home service, and Thelma Carson, home service advisor, Beaumont. Mrs. Carson is shown with the group at extreme right.

ments."

If this happens we will have small containers or dishes round the particular foods we wish to keep cool instead of refrigerators," he said.

The color television set will have a solid state flat screen and be hung on

the wall like a picture, he predicted. With the TV set "will be a relatively cheap attachment with a roll of sensitized paper which will print our newspapers in the house."

"The 'slim line' TV will also contain the telephone. With a coaxial cable linking every home to the outside world — TV aerials will be passe — we could have any piece of music, any film or any television show we choose by dialing," said Mr. de Ferranti.

Postmen may become obsolete since a call to the library would result in the desired book being printed in the home and letters would appear on machines "the instant they are written." He noted that with three megacycles of bandwidth an average length novel or 1,000 business letters can be sent in three seconds.

Electric lamps will die out in the next quarter of a century and be replaced by "some form of solid state device," which will last the lifetime of the house. Electroluminescent panels are a current indication of this, he said.

Homes will be heated by "heat pumps", have teaching machines, and may be decorated with "works of art" produced by computers, Mr. deFerranti said.

*From: Home Furnishings Daily
December 4, 1963*

Without enthusiasm, man is like a gasoline motor without gasoline, an electric motor without electricity, or a candle without a wick. —Jess McGuire

Be wise: pronounce nothing evil, and only good will come.—Unity.

Ex Libris . . .

New Books Added to Company Library

The following is a list of new books received since January 1 that can be found in the Company library on the 18th floor of the General Offices in Beaumont. The library contains a large number of books and periodicals on a variety of subjects. These may be checked out for use by any employee. You are urged to make use of this facility.

A Place to Live Yearbook of Agriculture 1963, published by the U. S. Department of Agriculture. The materials compiled in this book are aimed at showing a change in economic order on American farms in rural and city areas. This change began 200 years ago as the product of a technological scientific revolution.

A Guide to COBOL Programming, written by Daniel D. McCracken and published by John Wiley and Sons, Inc., was written to give a quick and clear grasp of computer applications in business using Common Business Oriented Language (COBOL) to discuss programming, business data processing, typical applications and elementary systems design.

Commercial Kitchen Design, compiled by our Company as a training course to inform old and new commercial salesmen. It is designed to give information necessary for a salesman to make practical suggestions to architects and restaurant owners.

Case Studies in Computer-Based Management, published by the American Management Association. This book deals with the following subjects: A Total Management System, Application to General Management, A Computer-Based System of Manufacturing, Marketing and Computer Control, Using the Computer in Freight Operations, A Second General Installation.

Reference books now available:

Texas Almanac 1964-1965

World Almanac and Book of Facts 1964

Beaumont Buyers' Guide 1963-1964

United States Master Tax Guide 1964

Business Statistics 1963

What others are saying . . .

The article in last month's PLAIN TALKS on "Nobody Votes in my Town" seems to have been making the rounds. Possibly it proved to be more interesting because of the recent May 2 primary elections in Texas where some very important positions and issues were at stake. It inspired one editorial comment at least. Jeanette Doiron, wife of Burton Doiron, Beaumont Substation Department, sent in the following editorial that appeared in the May "Pen & Scroll" of the Beaumont Woman's Club.

Freedom Has A Price

May is party primary month among other things. And just because it is among many other things, don't use them as an excuse not to go to the polls and cast your ballot. We know you're busy. Aren't we all!

If you constantly use the, "Too busy", or "I let the men worry about politics. I don't know that much about it" excuses, do you know what class of citizen you parallel? Inmates in a prison, that's who!

The current issue of an industrial magazine carries an article written by an educated prisoner who was concerned about his loss of voting privileges. When he took a poll of his fellow inmates, however, it seems that the ballot was the least item of concern to the prisoners.

They used all the stereotyped alibis you hear on the 'outside'. The truth is, they couldn't care less. The author, identified as 87776 in the Southern Michigan Prison, made the observation, "Could the deeds that landed us here be germane to such disregard for democracy?"

He further claims that the lack of responsibility towards voting is seditious philosophy. "The heck with voting!" means down with democracy, your country, your government and therefore, every home (where government really begins) in the land."

Now we would like to think that our mentality and morals far surpass any incarcerated criminal. We can prove it by voting May 2.

* * *

Doctors are now learning what makes some people more susceptible to heart attacks than others. This is the first step toward prevention, says Southeast Texas Heart Association.



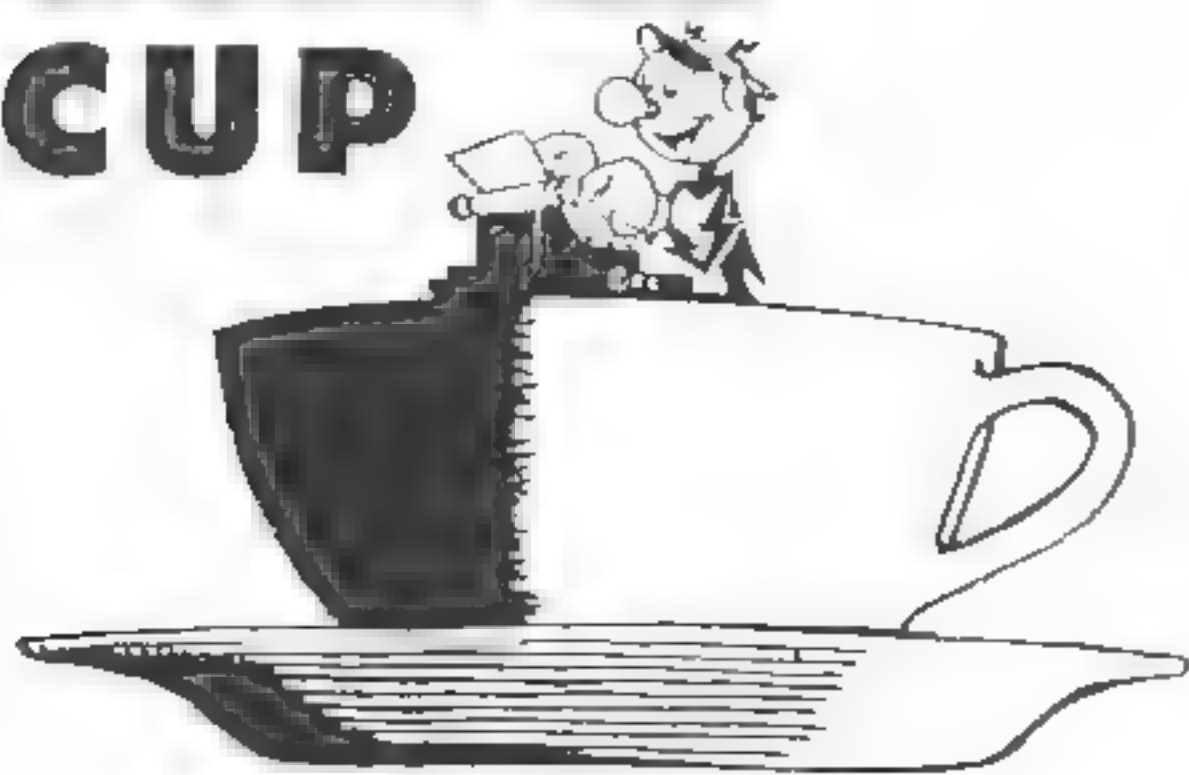
TOUR NELSON STATION. (top) A group of Lake Charles High School students who had shown interest in a career in electrical engineering were guests of the Roy S. Nelson Station employees on "Career Day" on March 20. Touring the plant were: Miss Mildred Scott, student counselor; Mike Daugherty, student chairman; Mac Gregory, Irving Lamansky, George Kaough, Kevin Leveque, Roland Gates and Russell Cronin. A. H. Demers, plant superintendent, C. H. Watler, operations supervisor, and Robert Chapman, plant engineer, held a conference for the students and conducted them on a tour of the plant. "The students showed great interest in the conference," said Mr. Demers. "They asked numerous questions on the vocation; as to requirements in education, job qualifications, personal interviews for placement, and the future for engineers."

(below) Paying a visit to the station on March 24 were a group of students from Sowela Technical Institute, Lake Charles, to further their study of industrial electricity. Touring the plant were: Charles Prejean, instructor; James C. Saizan, Nick J. Tramonte, Thomas C. Barker, Richard Delrie, James Phelps and Gordon Broussard. Also touring Nelson Station, on April 1, were four employees of the electrical department of Continental Oil Company who had recently completed special training and wanted to see major equipment in the plant. Making the tour were: E. C. Baies, F. J. Bonnin, L. D. Savoie and Leroy Scovill. Mr. Watler conducted discussions and the tours for both groups.



EHV HAZARD. This snake was killed near Rosedale, Louisiana, by the Baton Rouge survey crew while working on the proposed 500 KV line, #345. Although this is not the largest of some 30 or more rattlers killed, this one was not mutilated like the others. Among some of those killed were rattlers ranging up to 16 rattlers and a button. All in all, the survey crew says all they have to do is keep their faith up. Measuring this little souvenir are Alvin Long and Bert Achord of the survey crew.

COFFEE CUP



BETTY WILSON, Construction-Budget, and **Flo Wenzell**, System Operations, entertained with a miscellaneous bridal shower for **Betty Welch**, Construction-Budget, on Friday, April 17 at Flo's home at 7805 Halliday Lane. The decorations were in pale yellow and green, the same colors Betty has chosen for her wedding. Betty received many nice gifts, and everyone enjoyed the shower.

We are glad to welcome **Helen Clifton**, System Operations, back to work after a week off with the measles.

Mrs. Wenzell, and her husband, **Larry**, Production, Neches Station, enjoyed a visit from her parents, Mr. and Mrs. Charles Pullen of Hightstown, New Jersey, for a week at Easter. While they were here, Flo and Larry entertained them with visits to the beach and Dam B.



OUR LITTLEST SERVICEMAN . . . ER . . . LADY. Ready to take the wheel is Vicki Renee, 2½ months old daughter of Bobbie and Lester Cloutre of Addis, Louisiana. Lester is a serviceman working out of the Port Allen office.

Welcome home, **Dora Brockett**, Production. The eighteenth floor just would not function right without Dora when she was off for three weeks for a visit to the hospital. Thanks to **Mary Blalock** for helping out while Dora was gone. (Mary works in Steno, 10th floor.)

Dana Havens, Records Department, took a trip to Breau Bridge, Louisiana, for the Crawfish Festival the weekend of April 19th. While there, her car was stolen from a parking lot and recovered by the Breau Bridge Police Department the same day out of gas on the side of the road.

—By Dorothy Gaus

Navasota

THE Navasota Division welcomed **Connie Winborn**, sales supervisor, back after a hospital stay of some two weeks. He had to spend about ten days at home convalescing before returning to the office.

Mr. and Mrs. H. C. LeVois, he's division manager, have been busy entertaining the grandchildren the last few weeks. Visiting were their daughter, Charlotte, and grandson, Kyle, from Nashville, Tenn., and their daughter, Martha, and her two children, Dean and Deanna, from San Antonio.

Also visiting in Navasota were the **R. E. Morton's** daughter, Anna Lois, and grandson, David Brian, from Wheeler, Texas.

Bennie DeLaune, Navasota's home service advisor, is wearing a sparkling solitaire these days. The date hasn't been set, but we are expecting to hear most any day.

LaVerne Avery and **Roland Johnson**, of the Navasota Line Department, were united in marriage on March 28. LaVerne is the sister of **Bill Avery** of the Navasota Substation crew.

—By Jeannette Sangster

Madisonville

MISS BETTY JO LYNCH, daughter of Mr. and Mrs. T. B. Lynch, and Hans Richard Ulbricht, son of Mr. and Mrs. E. J. Ulbricht of Burnet, exchanged wedding vows February 28 at seventy-three in the evening at the home of Mr. and Mrs. R. J. Stevens.

Mr. Stevens, minister of the Church of Christ, performed the double ring ceremony with Miss Janet Standley and Tommy Andrews as their attendants.



FAREWELL WISHES. Lionel Dugas' promotion to general sales manager—and the 19th floor in Beaumont—spurred this "goodbye-good luck party" in his former department on the 11th floor, Commercial and Industrial Sales. Joining Mr. Dugas around the cake are Charlene Craigen, left, and Gale Arnold, both stenographers in Commercial and Industrial Sales.

The bride chose a blue textured pure silk suit and wore black and white accessories. She wore a white orchid corsage.

Miss Lynch is a graduate of Madisonville High School and has been employed in the Madisonville office since 1954. Mr. Ulbricht, is a graduate of Southwest Texas State Teachers College and is with the Department of Agriculture in Soil Conservation Service at Centerville.

Mr. and Mrs. Ulbricht are making their home in Centerville and Mrs. Ulbricht continues to work in Madisonville.

—By Jean Haston



Betty Jo Ulbricht

Cleveland

MISS SAMMY FAYE WELLS, daughter of Mr. and Mrs. **Sammy D. Wells**, Cleveland T&D, was married to J. E. "Sonny" Walters of Cold Springs, Texas. The wedding was on January 25 in the First Baptist Church. Mr. and Mrs. Walters are now living in Denison, Texas, where he is stationed with the Air Force.

—By Jane Bazzoon

Lafayette

MISS SHANNON BRIDGES, formerly of the Lake Charles T&D, has been employed in Lafayette Accounting to replace Mrs. **Jessie Fremin**, who is expecting. A small gathering was held in the Lafayette office to say farewell to Jessie, who started her career with the Company back in 1955. She and her husband have two daughters, Jennifer and Jolene. Shannon was in Lake Charles T&D working for Ed Farlow before moving to Lafayette. She shares



FIRST PLACE WINNERS. Marie Evelyn and Robert Charles, the children of Charley Gary, sales supervisor in Lafayette, each placed first for their electricity display in their divisions at 4-H Achievement day recently. Here they are working on one of the electric hot-beds they made as part of the project. Marie Evelyn holds two other first places and a second place for her work in the past and was awarded the parish prize of an electric skillet. Robert has won one other third place. They are active in other 4-H projects also. Marie Evelyn has won 16 ribbons and 10 medals and has participated in state short courses. Robert has won four ribbons and was chosen to represent St. Martin Parish at forestry camp at Chicot State Park.

an apartment here with her sister, who is attending the University of Southwest Louisiana.

The annual safety supper was held this month in the Louisiana Room of Jacob's Restaurant. **Calvin Hall**, our newly appointed safety director for the Lake Charles Division, and his charming Missus, were on hand to present the program to the Lafayette personnel.

F. B. Sonnier, T&D supervisor, was the master of ceremonies. Mr. Sonnier introduced Elmer Sudderth, general line foreman, who gave the invocation, and then presented **C. P. Shirey**, system-training manager, and **S. L. Stelly**, system safety director, who made his annual award to **Claude Patin**. Honored guests included **F. W. Merrill**, operating superintendent for Lake Charles Division, and **Mr. and Mrs. George Hill**—she's Tyrelle Hill of Lake Charles Safety Department. It was a very festive occasion, and everyone enjoyed the superb dinner prepared only as Mrs. Jacobs can.

Bobbie and Lucas Denais were participants in the annual Crawfish Festival Parade in Breaux Bridge recently. That Monday, Bobbie closely resembled a boiled speciman of the crustacean herself, having suffered a painful sunburn during the parade of floats. Everyone says she was having a ball. Bobbie is a bookkeeper in accounting.

Miss Franceen Delahoussaye is sporting a lovely diamond solitaire these days. She and her fiancée, **Harold Miller** of Lake Charles, plan an August wedding. Harold is the son of **Mr. and Mrs. M. M. Miller** (our Opelousas district serviceman) of Opelousas. Fran is our home service advisor for this district.

Your reporter spent a lovely 10-day vacation touring Los Angeles, San Francisco, Monterey and Carmel, this past month. While in the Los Angeles area, Cynthia attended a change of ceremony aboard the USS Kearsarge, anchored at Long Beach. It was quite an impressive ceremony.

—By Cynthia DuBois

Jennings

THE Jennings district husband and wife safety meeting was held at the Zigler Hotel on April 20. Some 98 persons attended.

Those from out of town for the event were: **F. F. Johnson**, vice president and division manager, from Lake Charles; **Mr. and Mrs. Calvin Hall**, he's the new division safety-claim agent; **Mr. and Mrs. Gene Mullin**, Gene is division ac-



TWIRLING CONTEST WINNER. Cheryl Ann Smith, six-year-old daughter of Mr. and Mrs. Jimmie Smith (he's a repairman at Louisiana Station) came away with first place trophies for Best Appearing Majorette and twirling at the National Baton Twirling Association tournament in Lake Charles on March 7. She also won a third place trophy in fancy strutting. Cheryl entered the United States Twirling Association tournament in Baton Rouge on April 4. This was to determine the 1964 state champion. Cheryl won second place in twirling and second in strutting. The open national tournament was held immediately afterwards and she was selected beauty queen and won first place in twirling and strutting contests. Cheryl also has a number of trophies from previous contests and has been a model for Baton Rouge department stores since she was five.



RECENT WEDDING. Bonnie Sue Jordan was married to Carl E. Watt, Jr., March 28, at the First Methodist Church in Cleveland. She is the daughter of Mr. and Mrs. Jack J. Jordan, he's employed in the Cleveland, Texas, T&D. The couple are making their home in Houston.



BID FAREWELL. Betty Closs Dowell, local office clerk, Calvert, resigned on April 17. She was honored with a small party given by the Calvert employees and their wives that evening. At the left is one of the gifts she received.

counting supervisor; Norman Lee, division operating supervisor all of Lake Charles; Jack Shirey, safety and training manager, S. L. Stelly, system safety director, and Andy Poulson, safety representative for Texas divisions, all from Beaumont.

Brad McMaster, district superintendent, was master of ceremonies for the program that followed the buffet dinner.

—By Mary Gauthier

RIVERSIDE

THE month of April turned out to be a time for clean up, paint up, and



NEW CALVERT EMPLOYEE. Janis Flanagan joined our Company on April 20 as new local office clerk in the Calvert office. Janis is a 1963 graduate of Calvert High School and previously worked in the Galveston County Memorial Hospital in Texas City.

fix up around home for many Riversiders. Spring must be the reason for such bursts of energy, or perhaps fishing time is near at hand, and the sooner the jobs around home are done—the sooner the fish will be biting!

We are happy to have Mathias N. "Matt" Jensen back with us after being out for an operation and recovery period.

Walter W. "Casey" Pharr enjoyed a weeks vacation during April, just relaxing around home and working in his yard among his sweetpeas and pansys.

Willie Prejean visited with his daughter and her family in Beaumont for a few days, then returned home to spend the rest of his week working around home and taking life easy.

Andrew "Pee Wee" Williams—who must not know how to take life easy—took a week off but as usual he worked the whole time, and was ready to return to work at the end of his week.

Albert J. Boudreaux took a week off during April to assist at home while two of his young sons—Al and Chris—had their tonsils removed.

Garland Strong attended the Southeastern Electric Exchange Engineering and Operating Section Conference in Washington, D.C. on April 15, 16 and 17. At the Conference he presented a paper entitled "Status of Riverside Power Station Systemation (Automation)."

Mr. Strong, scheduled to return home late Saturday, took advantage of his free time by visiting such interesting and famous places as the Washington Monument, Arlington Cemetery, the White House, the Capitol Building and the Smithsonian Institute.

—By Willie Cox

LAKE CHARLES

MR. AND MRS. ROBERT ALESHIRE have moved into their new home at 203 Reid Lane in Hollywood.

Joe Reagan is back after a short stay in the hospital due to an automobile accident.

—By Hubert Landry

BATON ROUGE

APRIL Fool's Day had its good points this year. It brought two of our employees, Don Blue and Thomas Ashley, to work an hour early. They weren't too happy, though, when they discovered that their wives had set their alarm clocks up an hour.

—By Freda Hoyt



A GONE GOBBLER. Sharkey Bergeron, Gas Engineering Department, Baton Rouge, brought home this nice turkey for Sunday dinner. He bagged this twelve pound beauty during a vacation hunting trip.

LOUISIANA STATION

LOUISIANA Station employees recently welcomed aboard a new employee, Leslie L. Dunn. Leslie is a graduate of Greensburg, Louisiana, High School. He is married to the former Lois Schwartz of Magnolia, Mississippi. They have two children, Sherri Lois, age 2, and Brenda Anne, age two months.

—By Joyce Rachal

HAVE A CIGAR ON-

Sharkey J. Bergeron, an employee in the Baton Rouge Gas Department, on the birth of his grandson, the child of his oldest daughter, Gayle.

Mr. and Mrs. Robert Riviere, he's an employee at Louisiana Station, on the birth of their fourth child, a daughter, Donna Elizabeth, March 26. Mrs. Riviere is the former Beatrice Ann Doucet of Fardoche, Louisiana.

Mr. and Mrs. T. B. Laurent, Baton Rouge Meter, on the birth of their daughter, Anglin Marie, April 30, in Baton Rouge General Hospital.

Mr. and Mrs. A. W. Baird on the birth of their granddaughter, Staci Leigh, March 29, at St. David's Hospital in Austin, Texas. Mr. Baird is operating superintendent in the Navasota Division. The parents are A. W. Baird, III, of Austin.

May advertising . . .

Sales and Stamps

THE Residential Sales Department this month is extending an invitation for our residential customers to get an extra 5,000 trading stamps when they purchase a new flameless electric range. Our Navasota Division customers will receive a four-piece set of aluminum cookware with their purchase. May 31 is the last day that the customers on our lines can take advantage of this offer. If you know of anyone who is in the market for a new range, be sure to point out these incentives to them so they can take advantage of this offer.

Our customers are also invited to pick up the Home Service Department's "50 All-Time Favorite Recipes" this month.

This booklet is available on our sales display floors and at area electric appliance-dealers showrooms.

Building or buying? Why not step up to modern, flameless electric living? Look for the medallion, the sign of total electric excellence in home building.

These are just a few of the advertisements that are appearing in area newspapers this month.



Is about 7¹/₂c a day too much to pay to cook ELECTRICALLY?

Forgetting the many other advantages of electric ranges, it costs less than you might think to move up to flameless cooking.

For instance, if your monthly Gulf States electric bill is now:

\$5⁰⁰ to \$9⁰⁰ \$11⁵⁰ \$15⁵⁵ or more

the average additional cost of cooking electrically would be:

\$2³⁰ \$2¹⁰ \$1³⁵

5,000 TRADING STAMPS

Through May 31, every Gulf States customer who purchases a new free-standing electric range receives 5,000 valuable trading stamps. In addition, a \$20 wiring allowance is also given when the range is placed in an existing home.

Act now. See your dealer today.



GULF STATES UTILITIES COMPANY

"...and I got
5,000
TRADING STAMPS
with my new
electric range"

And you can too. Through May 31, you, as a Gulf States customer, get 5,000 valuable popular brand trading stamps with the purchase of a new flameless electric range. In addition, a \$20 wiring allowance is also given when the range is placed in an existing home.



See your electric dealer soon for the complete story on why electricity cooks best and why now is the best time to move up to electric cooking.

GULF STATES UTILITIES COMPANY



It's yours **FREE!**

Get your free copy of "50 All-Time Favorite Recipes," compiled by the Gulf States Home Service Department, at your electric dealer's. Ask your dealer about the many benefits of owning an electric range—the range that cooks right around the rest.



See your electric dealer today
GULF STATES UTILITIES COMPANY

ONLY
TWO WEEKS
LEFT

GET
5,000

Trading Stamps
with the purchase of a new
**FLAMELESS
ELECTRIC RANGE**

May 31 is the last day that Gulf States customers will receive an attractive 4-piece set of City Aluminum Holiday Cookware with the purchase of a new free-standing electric range.



GULF STATES UTILITIES COMPANY

THIS IS
THE
LAST WEEK

SPECIAL
**ALUMINUM
COOKWARE
BONUS**

with the purchase of a new
**FLAMELESS
ELECTRIC RANGE**

May 31 is the last day that Gulf States customers will receive an attractive 4-piece set of City Aluminum Holiday Cookware with the purchase of a new free-standing electric range.



GULF STATES UTILITIES COMPANY



**BUILDING or
BUYING?**

Look for this medallion, the sign of total electric excellence in home building, that promises lasting value in your years ahead.



GULF STATES UTILITIES COMPANY



How much will a nickel buy today?

Look for this medallion, the sign of total electric excellence in home building, that promises lasting value in your years ahead.



GULF STATES UTILITIES COMPANY

AFTER FIVE DAYS RETURN TO

Plain Talks

P. O. BOX 2951
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate
U. S. POSTAGE PAID
Beaumont, Texas
Permit No. 11

Profits and Politics

IT may be "smart politics" to attack profits.

But it is bad economics.

The reason Americans are the most prosperous people in the world is that private citizens have been free to earn profits—with no government interference other than the administration of basic justice under constitutional law.

Your job exists because of profits.

America's ability to survive foreign competition depends on our having a modern efficient industrial plant. Military defense is built on modern technology and equipment.

Whether we have an up-to-date productive capacity or not depends on whether business and industry can earn adequate profits.

Leave it all to government? Without taxes on profits, without taxes on citizens employed by profit-making businesses, the government would have no money to provide anything.

We don't know why attacking profits should be so popular with politicians; not American politicians.

Is it popular with you? Your answer is important. It could be that when they attack profits, they're attacking you—where you live.

